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E. R. ALLEN

THE COIN MACHINE REVIEW

44-45

December, 1945

just for Fun!

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Just for fun . . . you will find entertainment seeking Americans playing SEEBURG MUSIC SYSTEMS almost everywhere! When busy Americans find moments for relaxation, there is usually a SEEBURG MUSIC SYSTEM in their favorite entertainment spot to provide them with the very best in automatically recorded music. Patrons, location owners and music operators prefer SEEBURG equipment because of its better performance, longer life, less servicing and lower operating cost. That's why you see SEEBURG MUSIC SYSTEMS everywhere . . . just for fun.

Awarded to the J. P. Seeburg Corporation for outstanding production of war materials in each of its four plants.

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FROM GRIM WAR WORK

to Serving You of the Amusement and Recreation World Again . . .

A Welcome Change!

During the long bitter years when we did war work exclusively, we were inspired with grim determination to contribute our experience and skill to final victory—always praying for an early peace.

Now we have turned again to the happier pursuits of serving you of the recreation and amusement world—to the production of Mutoscope's far-famed coin machines. We're working for you again and we like it. Since V-J day we've been reconverting for new Mutoscope equipment, BUILT TO LAST *longer*—and into their manufacture will go all those precision skills we developed and perfected in our years of intensive government work.

First of Mutoscope's recent developments is the NEW *PHOTOMATIC — a true marvel of science . . . the 100% coin operated automatic photographer that takes a beautiful portrait-photo and delivers it, framed, in less than one minute. The only machine of its kind in the world! It's slated for the greatest business photography has ever known. A brilliant profit-maker. *Orders are now being taken — first orders get first delivery.*

Then there's the *VOICE-O-GRAPH, Mutoscope's automatic coin-operated voice recorder that faithfully captures the magic of the human voice, plays it back automatically, and automatically delivers the record. A thrilling experience! Irresistibly appealing to young and old.

THE *ATOMIC BOMBER, that newest idea in Mutoscope machines—timed to capitalize on the universal interest in civilization's breath-taking new discovery. It's right up to the minute.

Other dependable profit-making Mutoscope machines are currently in process of development.

Write for our New Photomatic Sales Plan . . . and for details of other new coin-operated Mutoscope equipment. Keep posted by keeping in touch with Mutoscope—specialists in manufacturing coin-operated machines for over 50 years.

*Trade Mark

INTERNATIONAL MUTOSCOPE CORPORATION

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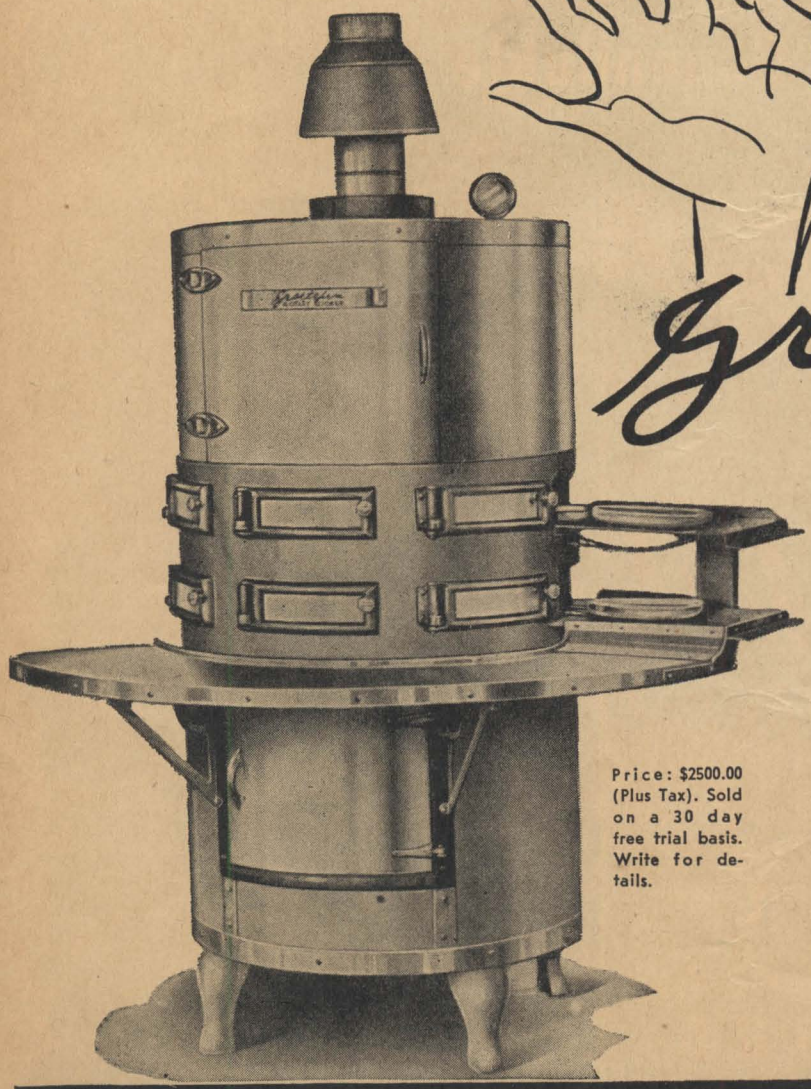
COIN MACHINE REVIEW
4
FOR DECEMBER 1945

Broils Steaks, Chops, Fish and Fowl

"Twice as Good Twice as Fast"

COIN MACHINE REVIEW
5
FOR DECEMBER 1945



Groetchen

ROTARY COOKER

Price: $2500.00 (Plus Tax). Sold on a 30 day free trial basis. Write for details.

All chefs — now operating ROTARY COOKERS — appreciate the time . . . labor . . . and *flavor* saving advantages of this automatic machine. How easily — how quickly they prepare a volume and variety of highest quality cuisine.

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It's a pleasure to work around because the ROTARY COOKER is "air cooled" for comfort. And hot summer days are just ahead. No wonder more and more chefs are insisting on ROTARY COOKERS.

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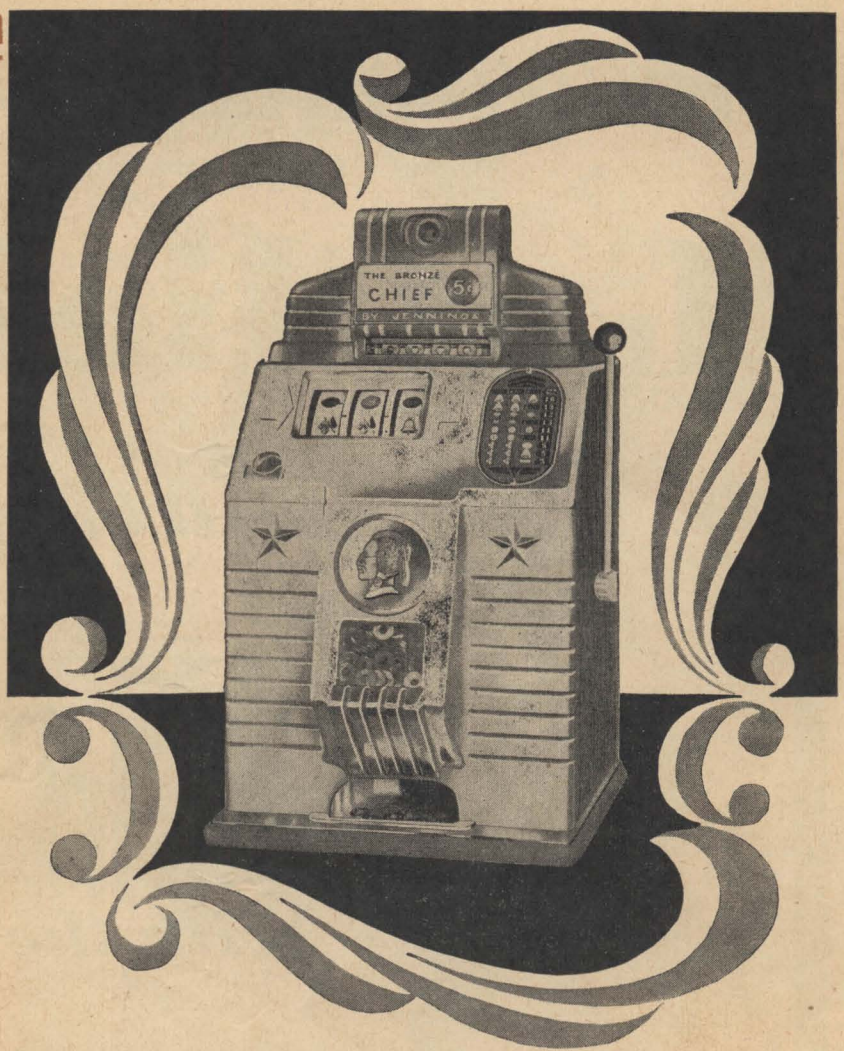

- 1-Cherry Pay
- Gleaming Chrome
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ORDER AT ONCE FOR QUICK DELIVERY!

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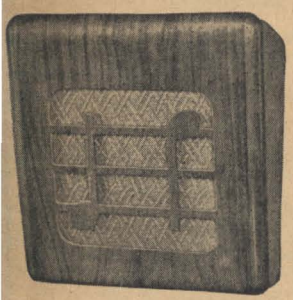
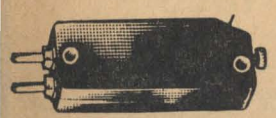
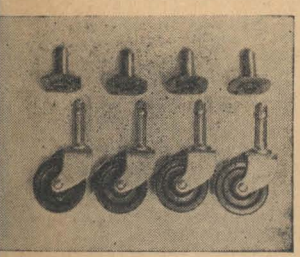


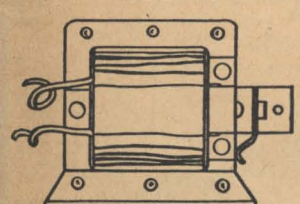
Standard Brand Speaker Cabinet, wedge-shaped. Size 15x14½ x9 in. Price.....$4.95



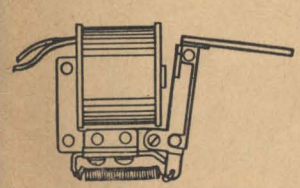
Crystal Pick-Up Cartridge Rock-ola and Mills, each, $3.00



Standard Brand New Large Plaskite Casters and Steel Sockets for all model phonographs. Scratchless. Set of 4 complete. $1.45



Mills Four Bell and Three Bells reset solenoid assembly.....$2.95



Mills Four Bells and Three Bells payout coil and armature assembly $2.95

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Strips and cuts wire at same time. Useful cutter of solid or stranded wire. Easy to operate.
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Walsco Staple Driver, for faster and better installation of wires. Great time saver $3.70
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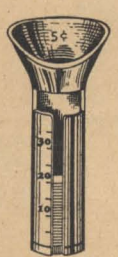
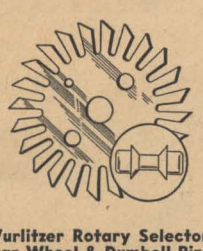
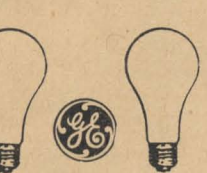


New improved Nickel Coin Counter. Large hopper, polished aluminum. Time saver.
5c $1.25
1c 1.25

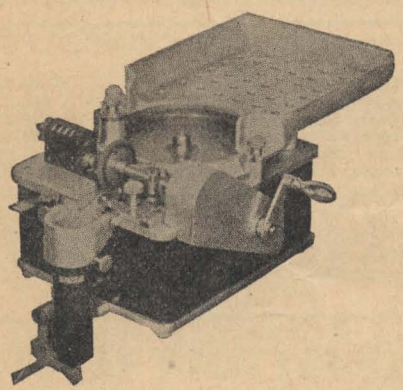


Wurlitzer Rotary Selector Star Wheel & Dumbell Pin. Price $1.00

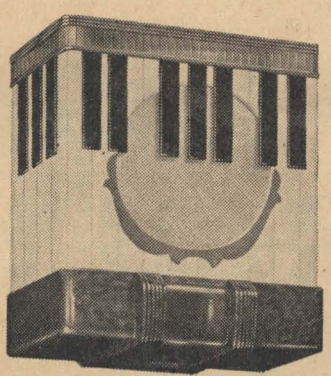


G-E MAZDA LAMPS
125 Volts, long-lived, 7½, 15, 25, 40, and 60 Watt. Packed 120 per case. Tax Inc. $9.90.

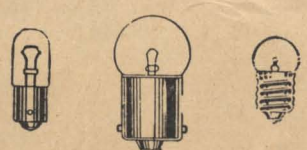
NEW DOWNEY-JOHNSON PORTABLE COIN COUNTER



Save time and money with Downey-Johnson coin counter. Counts, wraps and bags pennies, nickels, dimes, quarters and halves. Portable, weighs only 17½ lbs. Quick-setting lock for package count. Double-check on every package count. Sturdy construction. Price.....$147.50

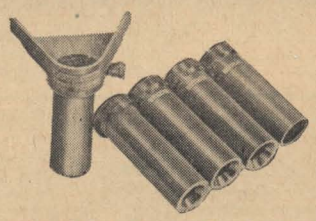


New Piano Keyboard Motif Speaker. The most beautiful model we've ever produced. Fashioned of exquisitely grained wood, with trim of colored plastic. Volume control, light switch, 20-watt illumination, plug-in cord, size 27½ in. high, 23½ in. wide, 14 in. deep, with heavy duty permanent magnet speaker..$39.50
Without speaker 34.50

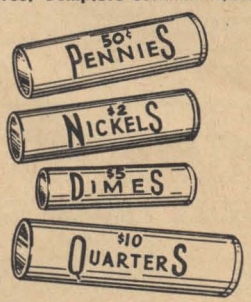


MAZDA MINIATURE BULBS

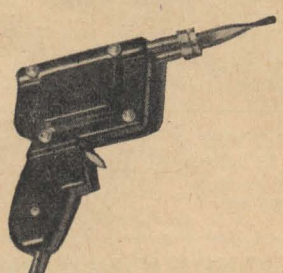
Lamp No.	Base	Amps.	Box(10)	Per 100
40	Screw	0.15	55c	$4.95
44	Bay	0.25	55c	4.95
46	Screw	0.25	55c	4.95
47	Bay	0.15	55c	4.95
50	Screw	1 C.P.	65c	5.50
51	Bay	1 C.P.	50c	3.85
55	Bay	2 C.P.	50c	3.85
1129	S.C.	21 C.P.		1.50
1130	D.C.	21 C.P.		1.35
1503	K.G.	50 C.P.		2.50
1489	Ray Gun Bulbs $1.00 Ea.			



Manual Coin Counter for Correct hand counting and packing pennies, nickels, dimes, quarters, halves. Complete set.....$5.00



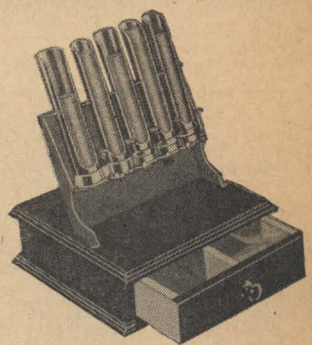
Steel-Strong Tubular Wrappers. 1000 to box—28 boxes to shipping carton. One box, 65c; 28 boxes (1 carton), 60c per box; 84 boxes (3 cartons), 55c per box



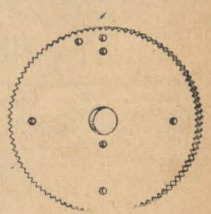
SPEED ELECTRIC SOLDERING GUN. Heats in 5 seconds. Most practical, economicol soldering iron on the market. Real time saver. Complete.....$12.95

Standard Record Carrying Case. Holds 60 records. Leatherette covering. Reinforced corners. Soft plush lined.....$5.95

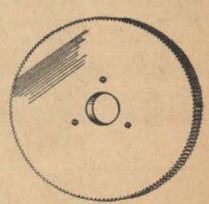
Buss Fustats and Fusetrons, all sizes carried in stock. 1.6, 2.5, 3.2, 3.5, 15c each. Glass cartridge fuses, all amp., in stock.



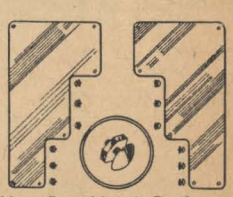
Quick Change Multiple - Coin Changer. Eject 5 nickels, 2 nickels, Dimes and Quarters. Faster change making, faster machine play. $22.50



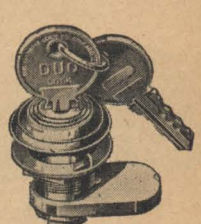
Mills Free-Play Main Gears for Jumbos and Mills 1-2-3 machines. Price $1.95. Write for quantity price.



Genuine Fibre Main Gears for Wurlitzer and Seeburg phonographs, guaranteed perfect. Less steel hub.
Price .....$ 2.95
Price per doz..... 33.00



Buckley Box Metal Replacement Sides. Color red, set of two with 12 chrome bolts and nuts....$1.45



"Duo" Locks for All Phonographs and Games. Specify machine. Standard length barrels.....75c
Long length barrels.....85c

For Immediate Delivery Order from Your Nearest Office. Write for Complete List of Parts and Supplies.

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COMPLETELY RECONDITIONED, REBUILT AND REFINISHED LIKE NEW. IMMEDIATE DELIVERY.

Keeney 4-Way 5-5-5-5 ..... $495.00	Keeney Super Bell 5c (Comb.) $325.00	Keeney Super Twin 5c-25c P.O. ..... $450.
Keeney 4-Way 5-5-5-25 ..... 595.00	Keeney Super Bell 25c (Comb.) 395.00	Keeney Super Twin 5c-25c (Comb.) ..... 595.
Keeney Super Bell 25c (Comb.) 395.00	Keeney Super Twin 5c-5c P.O. 395.00	Keeney Super Twin 5c-5c (Comb.) ..... 550.

RECONDITIONED CONSOLES

Mills Three Bells 5-10-25c $750.00	Mills Original 4-Bells 5-5-5-5c $350.00	Mills Original 4-Bells 5-5-5-25c ..... $595.
Mills Late Head 4 Bells 5-5-5-5c 595.00	Mills Late Head 4-Bells 5-5-5-25c 695.00	Pace Twin Reels 5-25c ..... 395.
Evans Bangtails Late, D.D.J.P. 295.00	Jennings Silver Moon, F.P., P.O. 199.50	Bally Roll 'Em, Late, P.O. ..... 159.
Evans Dominoes, Late, D.D.J.P. 295.00	Baker Pacers, Daily Double, 5c 299.50	Bally Sun Rays, Late, F.P. ..... 159.
Evans Lucky Lucre, 3-5c, 2-25c 350.00	Baker Pacers, Daily Double, 25c 395.00	Bally Big Top, Late, F.P. ..... 110.
Evans Lucky Lucre, 5-5c, Two Tone 250.00	Jumbo Parade, L.H., P.O. 249.50	Pace Saratogas, Late Models ..... 99.
Evans Lucky Lucre, 5-5c, Walnut 195.00	Pace Saratoga, Comb. F.P., P.O. 139.50	Pace Reels, Late Models ..... 99.
Evans Rolletto Jr., Walnut 195.00	Jennings Fast Time, F.P. 89.50	Paces Reels, 10c P.O. ..... 169.
Evans Lucky Stars, late 159.50	Bally Club Bells, F.P., P.O. 249.50	Bally Hi Hands, late ..... 195.
Evans Dominoes, Walnut 195.00	Baker Pacers, 5c (Chk. Mod.) 350.00	Jennings Silver Moon, F.P. ..... 119.
New Mills 4-Bell Cabinets 39.50	Jumbo Parades, Late Head, P.O. 149.50	Jennings Bobtail, F.P. ..... 89.
Jumbo Parades (Comb. F.P.P.O.) 213.75		Jennings Bobtail, F.P. 25c ..... 199.
Jumbo Parades, Late Head, F.P. 129.50		Pace Reels, 25c, P.O. ..... 225.

GUARANTEED ORIGINAL FACTORY REBUILT SLOT MACHINES

NEW DRILL PROOF CABINETS, KNEE ACTION, SINGLE JACK-POT, ETC.

Gold Chrome, 5c	Brown Front, 5c	Blue Front, 5c	Bonus Bells, 5c .....
Gold Chrome, 10c ..... WRITE	Brown Front, 10c ..... WRITE	Blue Front, 10c ..... WRITE	Bonus Bells, 10c ..... WRITE
Gold Chrome, 25c ..... FOR	Brown Front, 25c ..... FOR	Blue Front, 25c ..... FOR	Bonus Bells, 25c ..... FOR
Gold Chrome, 50c ..... NEW	Jenn 4-Star, 5c ..... NEW	Pace De Luxe, 50c ..... NEW	Pace De Luxe, 25c ..... NEW
Regular Chrome 5c ..... LOW	Jenn 4-Star, 10c ..... LOW	Pace All Star, 50c ..... LOW	Pace All Star, 5c ..... LOW
Glitter Gold Q.T. ..... PRICES	Pace Deluxe, 1.00 ..... PRICES	Pace De Luxe, 10c ..... PRICES	Pace De Luxe, 5c ..... PRICE
Mills Q.T. Blue	Vest Pocket B.G.	Pace All-Star, 1.00	Weighted Metal Stands .....

NEW AND RECONDITIONED ARCADE EQUIPMENT

New Zingo $249.50	Selectorscope $169.50	Chicago Coin Hockey $179.50	Keeney Submarine $159.5
Whee Gee Mystic 169.50	Liberator 189.50	Evans Play Ball 149.50	Roll-in-the-Barrel 149.5
Tail Gunner 169.50	Pitch 'Em and Catch 'Em 169.50	Rotary Merchandisers 275.00	Bally Torpedo 159.5
Striking Clock 89.50	Seeburg Shoot-the-Chute 125.00	Rock-Ola World Series 124.50	Kirk Guesser Scale 124.5
Seeburg Jap Conversion 125.00	Bally Rapid Fire 149.50	Dumbell Lifter 89.50	Test Pilot 189.5
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Write for Lists and New Low Prices

4 NEW AND 4 USED 5-BALL GAMES

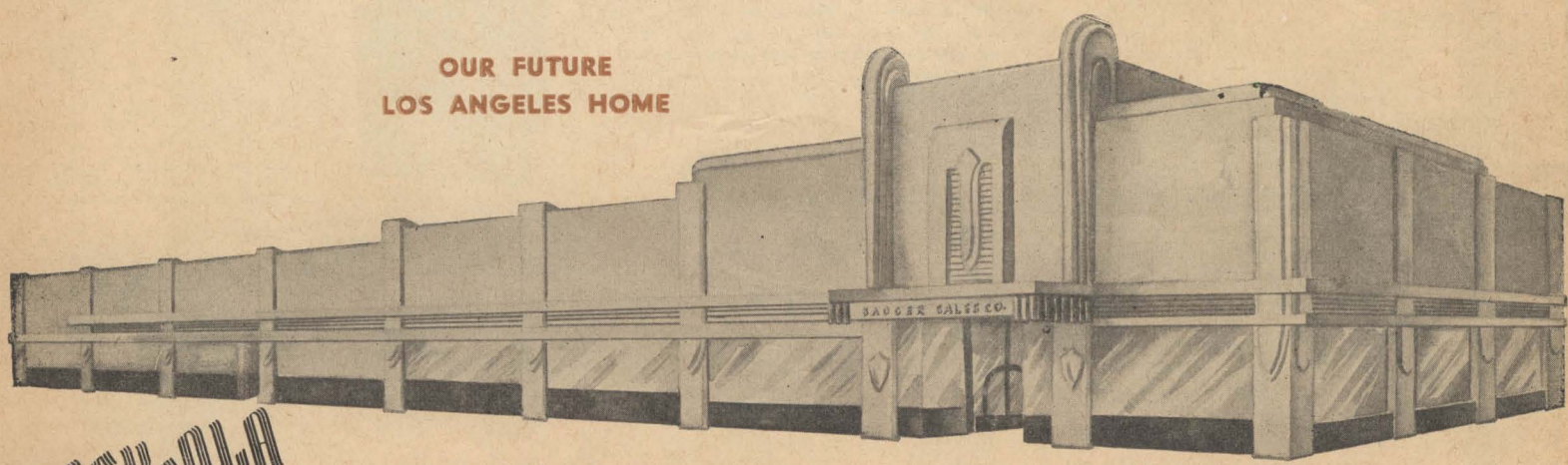
Big Parade (Used)	Eagle Squadron (New)
Invasion (Used)	Invasion (New)
Jeep (Used)	Marines at Play (New)
New Champ (Used)	Torpedo Patrol (New)

LOT OF 8—$695.00

RECONDITIONED PHONOGRAPHS, WALL BOXES AND SPEAKERS

Rock-Ola Commando $650.00	Rock-Ola Spectravox and Playmaster $450.00	Mills Throne, New Rockalite $350.0
Rock-Ola Premier 595.00	Rock-Ola Playmasters 350.00	Seeburg Plaza, New Rockolite 395.0
Rock-Ola Super Rock-O-Lite 475.00	Rock-Ola Twin 12, Adaptors 225.00	Wurlitzer Victory Model 24 ..... 495.0
Rock-Ola Master 450.00	Seeburg May Fair (Rock-O-Lite) 395.00	Wurlitzer 24, Hideaway Adaptors 295.0
Rock-Ola Bar, 5-10-25c 49.50	Seeburg Regal (Rock-O-Lite) 395.00	Wurlitzer Twin 12, Metal Adaptors 225.0
Rock-Ola Wall, D.C. or A.C. 19.50	Seeburg 30-Wire Boxes 12.50	Wurlitzer Twin 12, Wood Adaptors 200.0
Rock-Ola Late Bar Boxes 24.50	Buckley Chrome, Ill. Boxes 22.50	Packard Pla-Mor Boxes 37.5
15 in. Cabinet and 12 in. P.M. Speaker 16.50	39 in. Cabinet and P.M. Speaker 27.50	Packard Box Brackets 2.5

OUR FUTURE
LOS ANGELES HOME



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2546 NORTH 30th STREET
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THE COIN MACHINE REVIEW

DECEMBER, 1945

The 149th CONSECUTIVE MONTHLY ISSUE

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Strikes - Shortages - Labor Delay New Equipment Deliveries

CHICAGO—Any operator dreaming of finding a nice shiny automatic phonograph in his Christmas stocking may well relax. He'll be lucky to get one in January and early February.

And that picture sizes up the entire industry and all types of equipment for, despite quick and early reconversion, mass delivery of equipment is not in the very near future and some of the contributing factors are strikes, shortages of strategic materials and labor. Strikes, fortunately, have not hit the industry directly in any great measure, but strikes in supplying plants have caused delayed deliveries and actual shortages that have held up hundreds and hundreds of units in various plants. All of which presents a remarkable picture of the way American industry is knit together, so that every part is dependent upon the smooth working of every other part.

Labor has likewise been a bottleneck in some plants, for war-wealthy employees have hit new income brackets and decided to take it easy for the balance of the year and not advance themselves into higher income brackets which would erase increased incomes. Then, too, returned veterans have not been prone to seek early employment but instead choose to rest a few months and enjoy some of the savings accumulated during service stints. This has been a tough nut to crack in a lot of plants, but the reduction in income levies and the general effect the beginning of a new year brings to individual activity, is likely to take care of this important phase of the manufacturing picture.

Some new games and amusement devices are now being delivered but the operators, jobbers and distributors are awaiting the mass distribution of a representative assortment of new devices before unloosing the pent-up distributing plans formulated during the war years. The few straggling pieces now coming through are easily disposed of and no great excitement is in evidence.

A look at the over-all picture finds the coin machine industry in a less favorable position than those catering to the essential needs field. Civilian Production Administration, a WPB re-vamp, is doing a feeble job of justifying its existence and with a reduced personnel stands little chance of helping manufacturers in non-essential fields break existing bottlenecks. It will likely be mid-1946 before 75 per cent of the plants in the coin machine industry are functioning in regular fashion and making fair deliveries of new equipment.

On the Cover---

One of the loveliest starlets on the Universal Studios lot these days is vivacious Anne Gwynne who strikes this interesting pose for this month's cover.

Murphy Joins Monarch

CHICAGO—Vincent B. Murphy has been appointed Sales Manager for the Monarch Coin Machine Co., Chicago, and has already assumed his new duties.

* * *

Coming Next Month

"CIGARETTE MACHINE OPERATORS FACE A BATTLE FOR LIFE"

An Exceptionally Important Article by
MACK H. POSTEL

Taran Sells Mayflower

ST. PAUL, Minn.—S. H. Taran has announced the sale of the Mayflower Distributing Co. to Herman Paster. Taran has taken over the state of Florida and part of Georgia for the Rudolph Wurlitzer Co.

"I have purchased buildings at 2820 7th Avenue N. W. in Miami and 90 Riverside Road in Jacksonville," said Taran. "Both of these are outstanding buildings and will be a credit to both the Wurlitzer Co. and the Industry. My distributing business will be operated under the name of the Taran Distributing Co., and I expect to handle some other lines which will be announced later."

Taran has also purchased a beautiful home in Miami Beach and will soon bid the cold country goodbye.

Freer Joins Empire

CHICAGO—Howard Freer, known to the coin machine trade as "Howie," is back in "civvies" again and sporting a grin from here to there. Howie harkened to the call of Uncle Sam and enlisted in the Army almost three years ago. At the time he was associated with one of the large Distributors in Chicago. Among other places, he served nine months in France with a medical unit up to the time he received his Honorable Discharge.

He is now associated with the Empire Coin Machine Exchange. With his knowledge of the Coin Machine business, plus his engaging personality Freer should go places. Gil Kitt, head of Empire Coin is tickled pink for Freer will take over many of the duties at Empire.

* * *

Twenty years ago girls never thought of doing things they do now. That's why they didn't do 'em.

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ALL TYPES OF
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THE REVIEW HAS NEVER MISSED AN ISSUE IN THE PAST TWELVE YEARS!!
NO OTHER COIN MACHINE MONTHLY CAN MAKE THAT STATEMENT!!

The CHICAGO SCENE

Reported by Jack Fisher

Henry (Heine) Roberts, phono head for Mills Novelty Co. has resigned! Heine has had a long career in the music business, and is a very valuable man. He is an executive of the highest calibre. Just what his plans are for the future are not known at this writing, but it is rumored that he has a partnership in a large operation in view. No announcement of a successor to Roberts has been made by the Mills organization.

Joe Hart, one of the biggest operators in the Northwest, whose headquarters are in Everett, Washington, came to Chicago with his lieutenant Bud Kinney. They are making the rounds of the manufacturers to have a looksee.

Williams Mfg. Co. it is rumored very strongly will enter the phono manufacturing business. They are to make an outstanding juke-box, far superior to anything yet devised.

Major Mohr, Los Angeles distributor, came to Chicago to have a talk with the executives of the bigger manufacturing companies. They are doing their best to see that he makes this a profitable trip.

Ben Robinson and Jonas Bessler, members of the prominent firm of Hy-G Games of Minneapolis, came to the Windy City also. They are doing the town in their usual fashion.

Gil Kitt, the Empire Coin Man, seems to be very, very lonely since his wife left town for a brief rest.

Carroll Vetterick, formerly the editor of Automatic Age when it was owned by the Lightner organization, and more recently employed by O. D. Jennings and Co., has just resigned his position with that firm. Just what his plans are now, I can't tell, but we will give you the facts in the near future.

Eddie Reinman, formerly with Rock-Ola's purchasing department, is now doing the same thing for Bally Mfg. Co. He is a mighty good man at the job, and I'm sure he will like his new connections very much.

Marge Bonning, who used to work in the sales department for Rock-Ola, is now working for Harry Williams, of Williams Manufacturing Co. Marge is well liked in the new organization.

Benny Coven is a name very few people knew in the coin machine biz six months ago . . . but the operators and distributors are learning fast that here is a kid with a real job to perform, and one who is making good at it. Benny is the new exclusive distributor for Bally Products in the Chicago area. I can give you the honest lowdown on how Benny got that way, because *I* started him in the coin biz about six years ago. This new distributorship makes Benny a big shot right away. He was selling candy in his father's wholesale candy company in this town ever since he was old enough to talk. The family has been in the candy business for many, many years. Benny went to law school, and graduated, but evidently he wasn't cut out to be a lawyer because he went right back to the wholesale candy business. When I met him, he wanted to buy candy vendors, to extend the usefulness of his wholesale candy business. With his brother-in-law, Eddie Kromer, they formed a subsidiary company that operated a lot of these machines. I sold them the vendors. They made good, and built up quite a business. They operated in several big war plants during the hostilities, one of them being the Jacksonville Ordnance Plant in Arkansas. Eddie was drafted and went to the Seabees. Benny remained behind, and got a notion he wanted to expand his operations to include drink vending machines in the same factories in Chicago where he had so many candy machines. So he took himself another partner, an old friend from law school days, and they bought a lot of Bally Drink Machines. They had quite a time with these machines, but the boys made good. In the meantime, Benny got to know Ray Moloney quite well, and the two of them hatched some plans for Benny's future. Ray, it is needless to mention, is the impresario of the Bally Manufacturing Co. So last summer, Benny sold his operations of both candy and drinks, and went to work at Bally. Just recently it was announced that Benny is the aforementioned distributor, and on the way to being a big factor in the coin biz.

Sol Swartz, chief radio mate in Uncle Sam's Navy, has just been discharged. Sol has been connected with the coin biz for many years putting his own patented burglar alarms on the trucks used by coin men. He got married while he was in service last year, and he just phoned to tell me that he is the proud papa of a baby boy weighing nine pounds. Congratulations Sol, and may he grow up to be a good alarm-installer.

Hymie Rosenberg, the well known New York Distributor, came to town also during the week. He is being welcomed by all the boys.

Jack Nelson, the salesmanager for Superior Products, is on an extended tour of the great west and northwestern states. At this writing he is in Oregon, and headed down toward 'Frisco and Los Angeles. I got a card from him written in Denver, and one from Utah. Another postcard marked Seattle reports that there has been considerable rain enroute. Evidently business is good, because he seems to be in high spirits. These extended trips are all right for business but what about your bowling averages, Jack? You can't practice on the pins while you're on the road. If you don't happen to know, boys, Jack is a top-notch kegler.

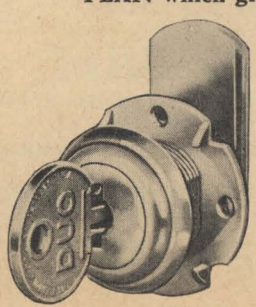
Sam Yaras, Dallas, Texas Distributor, is another visitor to our fair city.

Bill Frey of Miami is in town, as has been mentioned in another article, and attended the manufacturers' meeting. Also Bill has been visiting with the best people to get the lowdown on how fast new equipment will be coming off the lines. He probably has also been shopping for materials to use in his own manufacturing business.

J. A. R. Davidson, representing the Kiwi Novelty Co. of Sidney, Australia and Johannesburg, South Africa, is in Chicago on a buying trip. If there have been any

(See CHICAGO SCENE, Page 16)

- "Under-the-rug" methods of protecting coin boxes are fast going out of the coin machine field. DUO LOCKS have played a big part in this trend . . . here's why!
- **Key can't be duplicated on standard key machines**
- **Triple-combination action of 14 tumblers makes picking virtually impossible**
- **Floating key guides assure perfect alignment and easy operation**
- ***and, in addition,* you can get the exclusive DUO REGISTERED KEY PLAN which gives you the only key in your territory that will work all locks which have your registered key combination. You need only one key for all your machines . . . yet you get maximum protection.**



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NOW DELIVERING:

"UNDERSEA RAIDER"

Sensational One-Piece Upright Gun—Snappy in Appearance—Proven in Performance and Money-making ability. It's Brand New and Excitingly different. We are making immediate delivery on this unusual Gun.

●

NOW TAKING ORDERS ON:

"VICTORY DERBY"
"VICTORY SPECIAL"

The first brand new games to be produced since the war. Flash—Action—Appeal—Suspense—Excitement . . . these games have them all!!! A Bally Proven Profit-Maker. Get your name on the list now for early deliveries.

●

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Chefs Amazed at Groetchen Cooker

CHICAGO—History was made recently when the Chefs of Cuisine Association of Chicago held their meeting at the plant of the Groetchen Mfg. Co. A group comprised of some 150 of Chicago's leading chefs were given a visual as well as a "taste-ual" demonstration of the sensational Groetchen Rotary Cooker.

The steaks served in connection with an excellent meal were cooked with incredible speed right before the eyes of all the chefs present, on the new Cooker which utilizes the new patented process of cooking by "Reflected Heat." The steaks which were "all cooked to order" brought forth many compliments on their flavorful goodness. All the natural, inherent juices, vitamins and minerals in these steaks were sealed in—thanks to the Groetchen Rotary Cooker's patented process.

Left to right are: E. Ertle, Palmer House Ass't. Chef; Richard Groetchen, Owner Groetchen Mfg. Co.; H. Bastian, LaSalle Hotel Executive Chef; E. Bernhauser; Pierre Meunier, Pres. of the Chefs of Cuisine Association of Chicago; E. C. Hanson, Gen. Sales Mgr., Groetchen Mfg. Co.; Marcel Lagneau, Morrison Hotel; A. Sirio, Continental Hotel Executive Chef.

Many of the chefs present commented not only on the excellence of the cooking method, but were also very mindful of the merchandising value—because the Rotary Cooker's method is free of grease, odor and smoke; thus making it possible for the food to be prepared right in the dining room in full sight of the diners. The excellent general catering job in addition rounded out what was generally regarded as one of the most pleasant as well as instructive meetings held by the group in some time. All present unanimously agreed that the Groetchen Rotary Cooker is destined to revolutionize restaurant, hotel and institution cooking.

The Rotary Cooker cooks by gas and is powered by electricity (1/6 Horsepower Motor). The cost of gas consumption is approximately 6c per hour per burner. The principle is simple. In the upper compartment of the Rotary Cooker aluminum casseroles are preheated to 450° Fahrenheit. In the making of steaks, chops, fish, fowl and other meats—the cook merely puts the steak or chops in the casserole. The compartments from left to right are rare, medium and well-done. These are timed as follows: rare—3½ minutes, medium—4½ minutes and well-done 6 minutes.

The Groetchen Rotary Cooker although just recently introduced is already in use in outstanding restaurants in California, Illinois, Minnesota, Ohio, New York, New Jersey, Florida, Louisiana, Mississippi, Texas, Missouri, etc.

Micon Gets Evans

LOS ANGELES—Len Micon, head of Pacific Coast Distributors, has announced the appointment of his organization as distributors for the H. C. Evans Co. products. Territory has as its northern boundary a spot approximately 50 miles south of San Francisco and extends to the Mexican border and includes the state of Arizona.

Micon intends to cover the territory with trained salesmen and already seasoned veterans of the coin machine business are being interviewed for these important positions. "We expect to have new equipment on our showroom floors right after the first of the year," said Len. "Evans has some revolutionary machines on the way and we feel privileged to have the opportunity of representing them in this important trade area."

The *Key* to a Future *of Better* PROTECTION

The ONLY Key that will Open the Famous

Shown about twice actual size

The One and Only Ace ROUND Key. Patented by U. S. PATENT No. 1984202

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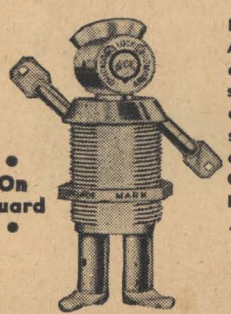
Chicago "ACE" Lock



On Guard

Here you see an enlarged illustration of the famous Chicago Ace ROUND Key. Its different construction—protected by exclusive U.S.A. Patents—assures protection otherwise impossible. Fraudulent duplication practically impossible. Seven different located bittings on key, with each bitting made in seven different depths affords over 80,000 key changes. Think of that! All of which again proves that when you install Chicago Ace Locks you get the utmost protection . . . REMEMBER—there's a CHICAGO Lock for EVERY Purpose . . . and all assure—

"Utmost Security"

CHICAGO LOCK CO. 2024 North Racine Avenue Dept. 9-B, Chicago 14, Ill.

MAZDA QUALITY BULBS

Lamp No.	Base	Amps.	Box(10)	Per100
40	Screw	0.15	55c	$4.95
44	Bay	0.25	55c	4.95
46	Screw	0.25	55c	4.95
47	Bay	0.15	55c	4.95
50	Screw	1 C.P.	65c	5.50
51	Bay	1 C.P.	50c	3.85
55	Bay	2 C.P.	50c	3.85

WRITE FOR PRICES ON OTHER SIZES

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DISTRIBUTOR
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Kelner COVERS CHICAGO

Please, Mr. Operator, don't come to Chicago!! The Sherman Hotel has been reserving the week of March 18, '46 for the Coin Machine Industries, Inc. and they had to know by the 16th of this month whether there was going to be a Coin Show or not . . . so Jimmy Gilmore, C.M.I. secretary, called a meeting for the evening of Wednesday the 14th at the association headquarters which are now at 134 N. LaSalle Street, Room 508 . . . just kitty corner from the Sherman Hotel.

This time there was quite a turnout of members including such out-of-towners as Bill Frey of Miami, and Ray Diedrich of National Vendors, St. Louis. The practically unanimous decision of the manufacturers was NO SHOW. Only two members voted yes. Someone suggested that perhaps a wildcat show would be held, promoted by some outsider, to which quite a number of small manufacturers would be willing to purchase exhibit space. This argument immediately disintegrated when it was pointed out that the hotel situation in Chicago is such that accommodations for an event of this nature would be impossible to obtain.

Dave Gottlieb, president of the association, was ill with the flu, and naturally could not be present. As far back as I can remember, and that is quite a long time, this is the first absence of the intrepid president. The secretary did the best he could as provisional chairman. Most manufacturers feel that they could not get any merchandise ready for exhibit. To display some hand-made models, and not be able to promise definite delivery dates would be detrimental to the business rather than beneficial. The consensus of opinion is that the time should be used to concentrate on getting out the manufactured products, to devote all energies to making as early deliveries as possible, rather than to sidetrack the production lines in order to build something for show purposes.

The only excuse for a show this year would be to entertain the thousands of operators who would trek to the Windy City for a good time. The manufacturers are of course glad to entertain and glad to greet the boys, but they would much rather keep working and deliver the goods. They are having a tough enough time now worrying about materials and labor, without having to worry about the good customers' room accommodations, or tickets for shows and sports events. So please Mr. Operator, *pretty please . . . don't come to Chicago!* The hotels are crowded to the gables. There have been booked into this town over 1200 legitimate national conventions for the coming twelve months . . . the town can only comfortably accommodate about 900 conventions . . . plus the influx of military personnel with their relatives who MUST be taken care of; so you see what a terrific burden is placed on all the hotels. If you *still* don't believe that the hotels *can't* take care of you here, and if you still believe that with a wad of *extra* mazuma, you can *buy* yourself a room, just ask any American Legionnaire Delegate about the situation here. You know the American Legion is holding its annual convention here right now, and the *delegates* are having to double up, to say nothing of the regular mine-run legionnaire who used to flock to conventions by the hundred thousands and made the affair so colorful. There are 2000 rooms for 3000 delegates, so figure out for yourself where the buck private and his wife are going to sleep. No, pal, don't even try to BUY a room around here, there just AIN'T any, at any price.

Among the members of C.M.I. who were present were John Chrest, Exhibit Supply; Walter Tratsch, A.B.T.; Dick Groetchen, Groetchen Tool Co.; Dick Hood, H. C. Evans Co.; Nate Gottlieb, representing his brother; Geo. Jenkins, Bally Mfg. Co.; Harry Williams, Tony Gasparro, Al Silberman, all from Williams Mfg. Co.; Harold Baker, Baker Novelty Co.; Bill Frey, Miami; Ray Diedrich, National Vendors; Mr. Shaw and Mr. Black of Advance Machine Co.; and Jack Kelner of Kelner Vendors. Several new associate members were admitted to the C.M.I., Inc. . . . they were Glass Distributors, Globe Distributing Co.; Hankin Music of Atlanta; Supreme Vending Co., Willie Blatt; Bell Products, Al Sebring.

Several new regular members are to be voted on at the next meeting.

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If any machine is unsatisfactory, wire or phone us collect within 48 hours after receipt and full purchase price will be refunded. No argument whatsoever.

Some of these used only two weeks.

Super Bell 5c-5c, P.O. only.....$375.00
Super Bell 5c Combination—F.P. & P.O., extra clean..... 295.00
Jumbo Parades, 5c combination F.P. & P.O., like new..... 190.00
Bally Parlay 5c P.O., never operated, floor sample..... 125.00
Bally Big Tops, 5c, clean, fruit or animal 85.00
Paces Races, 5c, Red Arrow, J. P. 165.00
Paces Saratogas 5c, P.O.,clean 85.00

Wire One-half Deposit—Can Ship Today . . .

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Critical Types Offered Consumer Market at OPA Retail List Prices.

Radio Tubes for all makes of Coin Operated Machines

Write for Twice Monthly Inventory Release Sheet.

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CHICAGO SCENE

(Continued from Page 12)

doubts in anybody's mind that this is the coin capital of the world, just ask Davidson, who flew via clipper from Sidney in 42 hours to Chicago. In a few years the marvel of having men from the other side of the world come to Chicago on a buying trip and getting here in less time than it takes the Santa Fe Chief to make the run from Los Angeles, will be reduced to the commonplace. It will be nothing for us to hop a plane for Johannesburg, South Africa to buy a few trinkets in the diamond line for our Christmas Gifts. And while I'm on this subject let me mention that Chicago is inaugurating, this week, the first of a series of regularly scheduled flights from here to London direct. So folks, if you are going to London, drop in here. It is the shortest route.

Atlas Novelty Co.'s Maurice Ginsberg entertained a large group of friends for dinner and the theatre recently. Among the guests were Meyer Gensburg of the famous Genco Novelty Co. and the Jack Kelners. The show was Anna Lucasta, the sellout hit that has the entire town talking. Seats have been sold out for ten weeks in advance. It just happened that that particular night the entire house was sold to a charity for which Mrs. Rose Ginsburg (Morry's wife) is an ardent and generous worker . . . so Morry's expenditures were for a mighty good cause. The dinner was superb at an exclusive private club, and an unusually swell time was had by all.

Making the rounds of the manufacturing plants this past month, I find that all of them have the same type of headaches. If it isn't bronze, it's lumber, and if it isn't lumber, it's some other piece of material that is holding up production. That is, providing there is no help situation. While the help problem is easing up considerably with the return of many servicemen to their old jobs, the strikes in many related plants directly affect the production of coin machine equipment.

Carl McKelvy, vice president of Seeburg Mfg. Co., informs me that they contemplate inviting all distributors to attend a meeting the middle of December. At this gathering will be outlined the plans for the future. Seeburg, along with all the others, have been hampered by lumber shortages, and no statements of deliveries will be made until production is well under way. The factory has been making between 500 and 600 automatic record changers a day, but the cabinets are holding up the finished products. Unlike their competitors, they don't intend to make any promises whatsoever, but they want to assure each and every loyal Seeburg operator that they are bending every effort to get new boxes to him, and they feel that they can do this as fast as anybody else.

Genco is working hard on its new Total Roll, a five ball legitimate 4 model console that is a marvelous new game. It has been received sensationally by those who have been privileged to view it, but production and deliveries are still a matter of conjecture. Again it's the *cabinets* that are holding up deliveries.

"The House That Jack Keeney Built" is going ahead full tilt with some brand new items they never attempted before and which will be hot reading when they are announced . . . but their troubles are no different or less than anybody else's, and they can't make any definite statements at this time about delivery dates. Bill Ryan is as busy as the proverbial one armed paper hanger, and it's awfully hard to get Jack Keeney to sit still for a minute.

Out at the Bally Plant, I had a talk with Herb Jones, the vice-prez now, and Herb is the same ole guy even though he is a vice-prez. They are going ahead with the new Gabel-United phono, and a new type of drink machine, as well as all the multiple tables. But, they emphatically won't and can't make statements as to delivery dates, and Herb is pleading with all their operator and distributor friends to stay away from Chicago so that they can concentrate on getting this stuff out. "Let us assure you," he says, "that we are doing everything in our power to get these things out to you."

Captain of Marines Harold Clemens of Joliet, Ill., walked into my office last week to say Hello. Harold is that dandy operator of a lot of cig machines in northern Illinois, and since his induction into the service five years ago, has left the management in the capable hands of his sister. Harold enlisted before the first draft as a buck private in the Marines, and came up the hard way. He has seen a lot of service in the Pacific, and is now on his way to Quantico, Va. When I sold him his first cigvendor, Harold couldn't sign the conditional sales contract because he was a minor. A likely lad, he made good and became one of the most successful operators in the state. Later he was elected to the vice presidency of the Operators Association. This is the type of operator who is a credit to the industry. Good, clean, honest service.

* * *

"Do you have any luck betting?"

"Naw—always lose. But it keeps me from catching a cold."

"How in thunder does it do that?"

"Like this. When I feel myself getting the shivers I just make a bet that I'll catch a bad cold—and I never get it."

Look AT THE FIGURES
You save money when you buy your films outright for
PANORAM OR SOLOVUE
13 NEW WHEELS WITH
100 BEAUTIFUL GIRLS!
Now ready at
$36 PER WHEEL
OF SIX 2 MINUTE SUBJECTS NOTCHED AND READY
All Good Music
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Only THE REVIEW

Carries a Department devoted to CANDY VENDING in the monthly Coin Machine field. With the gradual return of supplies for the Candy Vendor, you may expect an amplification of coverage, important announcements of new products, trade forecasts and developments, and feature articles of benefit in obtaining the maximum return out of your candy operations. Keep your eye on this Department, for

THE REVIEW WILL HAVE IT—FIRST!

SAVE TIME and MONEY

with this PORTABLE COIN COUNTER

PRICE

$147.50

F.O.B. CHICAGO

1/3 Deposit with Order

COUNT WRAP and BAG

Pennies, Nickels, Dimes Quarters and Halves with the

COIN MACHINE REVIEW 17 FOR DECEMBER 1945

DOWNEY-JOHNSON PORTABLE COIN COUNTER

Wraps or Bags . . . no extra equipment necessary to wrap coins in packages . . . every package accurately counted and double checked!

Equipped with 4-Wheel Reset Meter and Five Packaging Stems

★ **PORTABLE**
★ **COMPACT**
★ **LIGHT in WEIGHT**

Downey-Johnson equipment will count and wrap 175 rolls of coins per hour and bag 35,000 coins per hour. (Based on nickels and average operator.)

This advanced-type coin counter unit is priced within the reach of all. One day's use will demonstrate the superiority of this equipment.

NOTICE TO THE COIN MACHINE TRADE

THE GLOBE DISTRIBUTING COMPANY is the ONLY AUTHORIZED and EXCLUSIVE Factory Representative in the United States, for the DOWNEY-JOHNSON PORTABLE COIN COUNTER, to the Coin Machine Trade. Watch for our future announcement of authorized Distributors for your territory.

CHARLES (JIMMY) JOHNSON

NO OTHER COIN COUNTER Combines All These Features

Operating Features:

- Portable—weighs only 17½ pounds
- Quick-setting lock for package count
- Double-check on every package count
- Feed roller adjustable for long wear
- Quick removal of hopper ring for easy cleaning
- Large Hinged Hopper Tray

Construction Features:

- Compact . . . simplified, sturdy construction
- Hardened steel helical gears
- Silent chain drive friction-free, easy to operate
- Bronze main bearings, ball bearing thrust collar
- Outboard bearing on main drive insures long life
- Visible, self-sealing oilers

GLOBE DISTRIBUTING CO.

1623 NO. CALIFORNIA AVE., CHICAGO 47, ILL. · ARM. 0780

Nickabob In Fresno

LOS ANGELES—Nickabob Sales Co. announces the opening of a branch office at 602 Fulton St. in Fresno to job and distribute a complete line of coin-operated equipment to operators in central California. Branch will be under the management of Peter A. Ley and will open on December 15th.

"We will carry a complete line of coin-controlled equipment including one of the most sensational phonographs to be offered operators in the coming year," declared F. P. Carter of Nickabob. "The Fresno branch has been established to give central California operators for the first time a complete metropolitan jobbing establishment within easy reach of their operations. We will have a repair department second to none on the coast and will have every facility available for the convenience of operators in the central California area."

* * *

Where there's a will there are relatives.

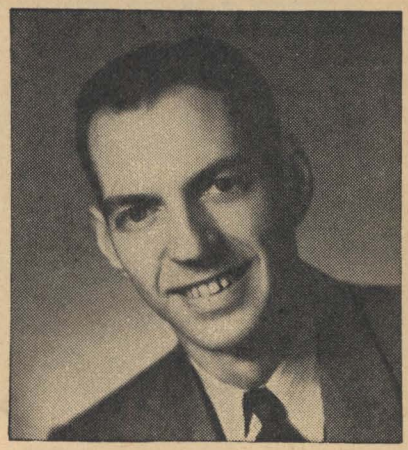
√ ROTO-VENDER

with any other automatic bottle vender

CAPACITY √—greater
FLOOR SPACE √—smaller
PERFORMANCE √—better
COST √—less

Manufacturing and Distribution Rights under U.S. Patent available to established concern.

ROTO-VENDER CO.
1230 Bank of America Bldg.
San Diego, Cal.



Billy DeSelm

DeSelm Joins United

CHICAGO—Billy DeSelm, who prior to the war was a familiar face at Exhibit Supply Co. for ten years, has joined United Manufacturing Co., Chicago manufacturers and re-builders of coin-operated games. He will be in complete charge of sales.

DeSelm brings to United the combined experience and viewpoint of both manufacturer and operator. This, because of his many years with Exhibit, and because he has spent the last four years in the operating field.

Lyn Durant, head of United, says he is confident that with Billy DeSelm on his staff, United equipment will flow smoothly from the factory to meet the requirements of distributors and operators everywhere.

* * *

Buy CHRISTMAS SEALS Today!

Bid for Tax Relief

LOS ANGELES—In an effort to secure tax reduction consideration for gaming machines, Samuel Robinson of the Associated Operators of Los Angeles County, Inc., has wired Senator Walter F. George, chairman of the Senate Finance Committee, as follows:

"At time of passage of war time revenue measures a tax of $100 was placed on merchants operating gaming devices and $10 on amusement devices. Ever since that time Internal Revenue Department has interpreted this Act in such a manner that the $100 was applied to pinball games operated in a certain manner whereas we believe that Congress did not intend to include pinball games in the same category for tax purposes as gaming devices. Now that the House of Representatives has recommended some tax relief in every other field of taxation, it seems only fair that merchants operating pinball games should also get some relief by way of either reduction in such taxes or that pinball machines be taken out of the category of gaming devices and placed in a definite category with amusement games. Unless some relief is afforded, hundreds of thousands of merchants throughout the nation will still have to bear this tax while all other forms of war time tax revenues have been recommended reduced by House of Representatives. We appeal to you as Chairman of the Senate Finance Committee to give us the same consideration as others are receiving by way of tax reduction."

Williams On Coast

LOS ANGELES—Harry Williams, of Williams Mfg. Co., Chicago, flew in on the 1st to be on hand for his mother's birthday and before returning to Chicago on the 4th revealed partial plans for future distribution of Williams creations in this area.

Harry will open a factory branch office in the C. A. Robinson building with his Dad in charge. Office will function as a wholesale outlet only and will sell Williams games to jobbers and distributors in this area only. January 1st has been set for the opening date.

Harry expressed his ever fond affection for California and his hope to return here but "when it comes to manufacturing on a large scale you've just got to be in Chicago."

Immediate Delivery!

PACES RACES

Rebuilt with genuine pre-war parts. Cabinets new or like new. Trim and cabinet hardware refinished like new. 5c and 25c play.

Write for Prices

NOW AVAILABLE——QUANTITIES LIMITED

BRAND NEW

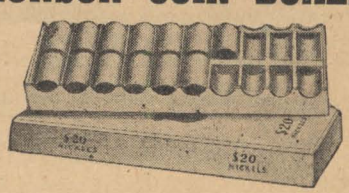
TEN STRIKES

BANG TAILS • LUCKY LUCRE
GALLOPING DOMINOS • LUCKY STARS

H. C. EVANS & CO.
1520-1530 W. ADAMS STREET CHICAGO 7, ILL.

An Easy, Convenient Way to Store and Handle Coins

LONSON COIN BOXES



Strong, durable leatherette covered boxes to hold one hundred dollars in loose or wrapped coins. Neat, compact. Eliminate musty, dirty, germ-laden bags. No typing, no folding, no gumming, no broken packages. Will stand years and years of rough usage.

Write for Circular and Prices

MILLS SALES COMPANY, Ltd.
1640 18th Street, Oakland 7, California

$180 A Week for "Playing Post Office"

OPERATING STAMP VENDORS CAN BE BIG BUSINESS

The customer . . . at least that's what he pretended to be . . . walked leisurely into the drugstore and sprawled himself out on one of the stools. After he'd looked around a bit and kept the soda jerker waiting several minutes he inquired:

"Can I have a glass of water?"

The clerk obliged and the man drank the water. He looked around some more, and then:

"Say, where's your washroom?"

The clerk told him how to find it, though he didn't mention that it was supposedly for employees only. After he came back the alleged customer looked around some more and finally decided to pay for the kindness shown him by making a purchase.

"By the way," he said importantly, "I need a two cent stamp."

The druggist's jaw was dropping lower and lower as he reckoned the profit on the three transactions, but it dropped still lower as the customer made a friendly effort to be conversational. He said:

"Say, how's business?"

* * *

If you'd been that druggist, if you'd been an average man and not even especially hot tempered you would have been tempted to remark about a "customer" who would demand water, the use of the washroom, spend two cents for a stamp on which the only profit would go to the government, and then cap it off by asking "How's business?"

More than one druggist has been disgusted with the idea of having to keep stamps on hand, and money tied up in them, purely as a service. When the service is done for bonafide customers it hasn't been so bad, but all too often the customers have been of the type mentioned above. To those who have thought about the matter there has come a realization that the public isn't generally thankful for the service at all, and thus, particularly in recent years, postage stamp vending machines have been given a warm welcome. Of course there are still "old school diehards" who feel that installation of a stamp vendor would drive away their trade, but they alone are the losers. Stores . . . and they aren't pharmacies alone . . . which have permitted such installation have learned that their trade hasn't dropped off for a minute, and they've been relieved of a profitless, thankless item of stock.

We got to thinking about stamp vendors one day, after we'd been regarding them as "small time stuff" for a long, long time. We realized that actually we didn't know much about the matter, that perhaps we were doing this phase of the vending machine business an injustice. After we had talked to an operator we found that was true. We got an entirely different picture after we learned something about his average annual volume. The most striking fact that came out in the conversation might well have been used for the title of this article:

He sells 2,184,000 stamps a year! Out of a few more than 300 postage stamp vending machines!

That's rather a conservative estimate, and here's how it figures: His 300-plus machines will average somewhere between 12,000 and 18,000 folders of stamps a week. Since a customer may spend a nickel for four one-cent stamps or a dime for three three-cent stamps, that means an average of three and one-half stamps per sale. Does it look impossible? Figure it up for yourself . . . 3½ times 12,000 times 52. That's the number of stamps he sells. Does it still look high? Divide the 12,000 sales (not stamps) by 300 machines and you get an average of 40 sales per machine each week.

Now do you wonder why the title chosen for the account was "$180 A Week for 'Playing Post Office?'" Of course the government doesn't pay him, but remember that there is one cent profit made on each sale. That's between $120 and $180 a week. His maximum location commission is 20% of his one cent per sale profit, and more often than not he pays no commission at all because the druggist is happy to be relieved of the need for stocking profitless stamps. Let's look at the whole picture, just to see how it appears. Suppose he paid 20% on all his locations. That would leave him between $96 and $144 a week profit . . . somewhere between $5,000 and $7,000 a year, and remember that he probably pays out the 20% on less than half his locations.

What other expenses does he have? Travel, of course. He has to keep a car in motion, though collecting isn't a great problem, nor one requiring long hours, for the particular machines this operator has will hold about two hundred eighty stamp folders and averaging forty sales a week each machine needn't be serviced oftener than once a month. With three hundred machines, or thereabouts, and counting the month as four five-day weeks, it will be apparent that he need check only fifteen machines a day . . . a simple matter when the route is planned.

What other expenses? He employs two women who put the stamps in the folders. That isn't a hard job, nor one that requires any special thought and intelligence, so it can't be a highly paid profession. We didn't ask what the personnel cost was, but it's evident that after paying wages and travel costs he still has a neat yearly income. Then there are the folders. That's where this operator is really smart. He gets the folders free, and a neat bonus check beside. Here's how he does it:

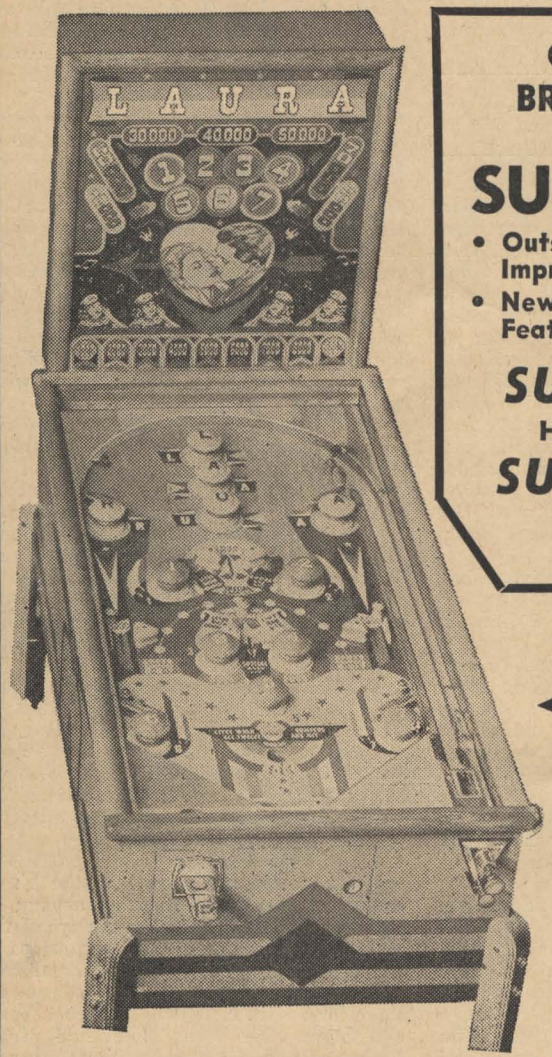
Printed on the outside of each oblong bit of cardboard is a cow's skull and the words: "Death Valley, Calif. The most interesting place in America to visit. Write Stove Pipe Wells Hotel and Motor Lodges, Death Valley, Calif., for Reservation." So what? So it's tremendously good advertising. Dropped on the sidewalk or near a machine by someone who has taken out the stamps, the cow's skull on the bit of cardboard attracts an amazing amount of attention. The skull catches the eye of the passer who, more often than not, stoops to pick it up. It furnishes a subject of conversation. Not infrequently it sends people there for a visit. How does he know? Years ago Stove Pipe Wells Hotel and Motor Lodges were taken over by a new manage-

TURN PAGE

POSTAGE STAMP MACHINE FOLDERS
PER THOUSAND
50¢
•
THE TRANSWESTERN CO.
Room 230
742 Market Street
San Francisco, Calif.

WE TAKE THE GAMBLE
WHEN YOU BUY FROM US!
Any Machine We Sell Is Guaranteed to Satisfy or the Shipment Can Be Returned Within Five Days After Delivery for Full Cash Refund of Purchase Price Less the Transportation charges.
GET OUR PRICES
MILLS GOLD CHROME BELLS
MILLS SILVER CHROME BELLS
MILLS BROWN FRONT BELLS
MILLS BLUE FRONT BELLS
MILLS CHERRY BELLS
MILLS BONUS BELLS
MILLS MELON BELLS
MILLS CLUB CONSOLES
BAKERS PACERS
ALL MODELS — ALL COIN PLAYS
We Specialize in Rebuilding Mills Slots and Paces Races
SEE US FOR PACES RACES — Service and Supplies
BAKER NOVELTY CO.
1700 WASHINGTON BLVD., CHICAGO 12, ILL.

COMING! COMING! COMING!



Our First BRAND NEW GAME

SUSPENSE

- **Outstanding Improvements!**
- **New and Different Features!**

SUSPENSE
Has Plenty of
SUSPENSE!

CONTACT YOUR DISTRIBUTOR

Everybody Goes for

←"LAURA"

•

WILLIAMS
Manufacturing Co.

161 W. Huron St.
Chicago 10, Ill.

Phone
Delaware 4310

ment after having run down until they were in a most sad condition. Using virtually no other advertising but the stamp folders, business increased until it was 400% better than all other resorts in the area! Are the owners of Stove Pipe Wells Hotel happy? Go ask 'em—or look at the operator's bonus check! It's a sound tip for other operators using stamp folder vendors, but he warns that business must be dignified and clean, and it seems to have best results when the advertiser is a resort.

How did this man get into the stamp vending business? It's like this: Years ago he was in a phase of the automobile business and a car he had got smashed up, and another one with it. The company that had insured him folded up and left him holding the sack. He was cleaned out entirely and, having to start over again, he saw the possibilities of vending postage stamps. It was merchandise people had to have. Moreover, he saw in it a chance to meet people and an opportunity to get into a business or professional line of some other sort. (He still feels that that's the case, and suggests that the small operator with only a few machines could capitalize on his entree and his business standing to sell other merchandise lines to the druggist or whatever type of business man he chose to trust with his machines.) He started out with fifty machines and the intention of looking around for something else to do. He never has. He's found the job so interesting (and profitable) that he's concentrated on the one type of machine and built his route up to the present point. The chances are, he declares, that he's a stamp vending machine man for life.

The operator (who still doesn't want to be named) is further sold on the business he's in because "It's clean and in the same class with the places into which the machines go. There's no salesmanship to it—it's simply a matter of good judgment. A man may be the best seller in the world but there's always an obstacle to overcome, there's always a doubt in the back of the mind and the question unspoken when going into a place of business, 'Am I going to make a sale?' With postage stamp vendors there is never any doubt for there is a profit in every stop that's made."

In addition to that, "It's not an up and down business, but an up business." By that he means it's different from any other, that there is no competition, that his sales and profits will increase as rapidly as the public becomes accustomed to using stamp vendors instead of demanding that the druggist sell stamps. At present no more than 65% of his locations are drugstores, and he doesn't feel that pharmacies are the coming location. He believes, because ten or twenty people will go into a market where one will go to see the druggist, that food outlets hold the biggest future possibilities. And locations of that sort are becoming more and more frequent on his route list.

The matter of complete public acceptance of stamp vendors is merely one of time, in his opinion. The better class of individual hates to be put under obligation to the druggist for a stamp, and rarely asks for one. The man who stops to think about the situation soon realizes, too, that it's cheaper to spend a cent in the machine for the service he gets, and the clean, sanitary stamp, than it is to walk off a penny's worth of sole leather going to the post office, or spending a dime in gasoline driving there. And, beside the absence of obligation to the poor druggist who is most often the "goat," the matter of sanitation is an important one. If you don't believe that statement, ask sometime to see where the druggist keeps his stamps.

Patronage builds increased patronage, too, as a matter of course. Every time someone sees another person buying stamps from a machine it tears down his resistance to spending the extra cent. One old lady, seeing a woman buy stamps from one of this operator's machines in a market, turned up her nose and showed she wouldn't spend her pennies foolishly. "Humph!" she declared to the woman patron. "I'll bet you're the only one who buys stamps from a machine!" The operator was there at the moment for the purpose of refilling the vendor and, laughing up his sleeve, he opened the machine while the thrifty one looked on, and took out fistfulls of nickels and dimes. He says she hung her head as she walked away.

Occasionally the merchant himself makes a deliberate effort to take away the sting of the penny service charge. Where the location owner suggests or makes it possible, this operator has a card that he puts on the front of the machine indicating that the profits (the location's, of course) go to a specifically named charity, and they do. Almost never, when that is done, is there any hesitancy on the part of a possible stamp customer.

It may have looked like insignificant business at the start, but how does the picture of postage stamp vending look to you now? And there's one more beautiful thing about it, too, that hasn't been mentioned. True enough, it's a vending machine operation, but there are no records that have to be kept for one purpose, at least. and no reports that have to be filled out. In some states at least postage stamp vending is free of headaches. There's no sales tax!

SALESBOARDS

Holes	Operators' Hits—25% Name	Dep.—24-Hour Profit	Service. Price
1000	5c Nickel Charley	Def. $17.00	$ .96
1000	5c Double Finn	Def. 24.50	.98
1200	5c Bingo	Def. 20.00	1.21
1000	25c J.P. Charley	Avr. $52.04	$1.24
1000	25c J.P. Charley, Semi	Avr. 52.04	1.41
1000	25c J.P. Charley, X Tk	Avr. 52.04	1.69
800	5c J.P. Bell Boy, X Tk	Avr. 20.40	1.79
1000	5c J.P. Big Forty, Jumbo	24.45	1.98
1200	25c J.P. Tex, Charley	Avr. 108.28	2.32
1000	5c Siesta-Prot.	Avr. $28.70	$2.36
1000	10c J.P. Ready Money, Jum	50.70	1.98
1000	5c Beat This Card, Tk	Avr. 33.00	2.59
1194	5c H.O.T., X Thick	Avr. 31.79	2.89
1260	5c J.P. Girlie, X Tk	Avr. 35.10	3.28
2400	10c J.P. Barrel	Avr. 92.65	3.49
2170	5c Rd., Wh., Bl. Tab Tickets		$36.00 $1.19
120	TIP TICKET BOOKS, Singles	Doz	1.89
2040	Red, White, Bl. Single Banded Tickets		1.72

Write for List New Top-Flight Boards.

WORLD'S BEST BOARDS, TICKETS, CARDS
DELUXE SALES CO.
BLUE EARTH, MINN.

Automatic Grocery

MEMPHIS—The Kedoozle, referred to in some quarters as Clarence Saunders' "juke-box grocery store," is back. It's called a cross between an automat, a shooting gallery and an automatic printing machine, and while fans of all those affairs are having their fun Saunders expects to be able to speed up the handling of customers to a rate of five to ten a minute. It isn't coin-operated, but that may be the next step and automatic merchandisers will consider it with interest as a possible prediction of the shape of things to come—provided atomic bombs don't do the shaping first.

Saunders, who started out as a $4-a-week clerk, organized the Piggly Wiggly chain of groceries in 1915 and boosted it into 1260-store outlet doing a 100-million-dollar business in 40 States. He lost it, and his fortune, and the whole business ultimately went into other hands for around 18 million. Not content with his lot he bounced back with a new chain, "Clarence Saunders —Sole Owner of My Name Stores." You remember 1931? So does Saunders; he lost the whole works again, in bankruptcy.

Now 62 he's firm in his belief that he's on the comeback trail. Memphis saw the first of three tries to put over his Kedoozle, starting in 1937, but he hadn't passed the experimental stage when the war's arrival made him junk his elaborate equipment.

Some $600,000 has been spent already in new development. Automatic Electric Co. of Chicago has contracted to set up a model store in that city, but the first full-sized one will be built in Memphis where Saunders can supervise it.

Principle of the whole thing lies in a gun-shaped object called the "key," a gadget with a barrel and a handle equipped with a roll of white paper. The customer needs no basket and only one hand. He (or she) simply walks along by rows of neatly-glassed in foodstuffs. Seeing some wanted item the key is pushed into a slot bearing a number corresponding to that of the desired item. A push-button nearby does the next trick; push it as many times as there are units wanted. A red light on the wall shows a contact made, the key clicks, and there is recorded on the roll of paper the name of the item, its price, and some dots.

When the customer has everything the key is taken to the cashier's counter and the tape goes through a translator. The dots, of which there are 12 to a line to make possible more than 4000 combinations, cause electrical impulses to trip thousands of hidden chutes holding cans, bottles and other goods.

As the items start coming down one of four big conveyor belts an automatic adding machine is computing the price. Saunders figures the tape can trip 20 items in four seconds, and that the speed can be doubled if necessary. Thus, counting the time for packaging by hand (a regrettable oversight, certainly, for an automatic store) and making change, he expects to be able to handle five to ten customers a minute.

And those of us who stood in wartime lines regret the late arrival of the postwar world.

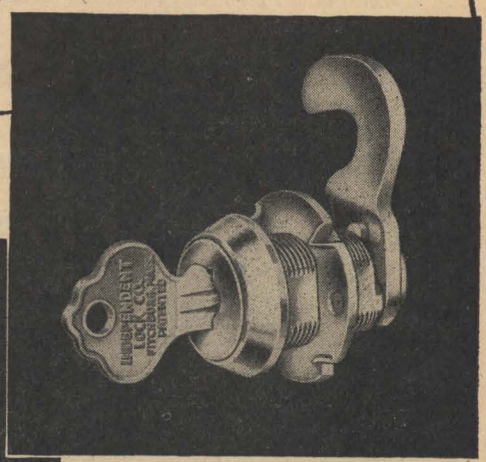
Build Cola Vendors

INDIANAPOLIS, Ind. — A new automatic vending machine is being manufactured exclusively for Coca-Cola bottlers by F. L. Jacobs Co., of this city. Several thousand units have been ordered. The new cooler-vendors, which include coin changers, are so constructed that they will handle only Coca-Cola bottles.

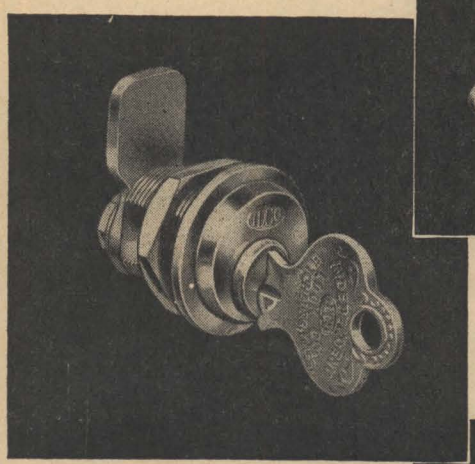
* * *

Please Buy CHRISTMAS SEALS!

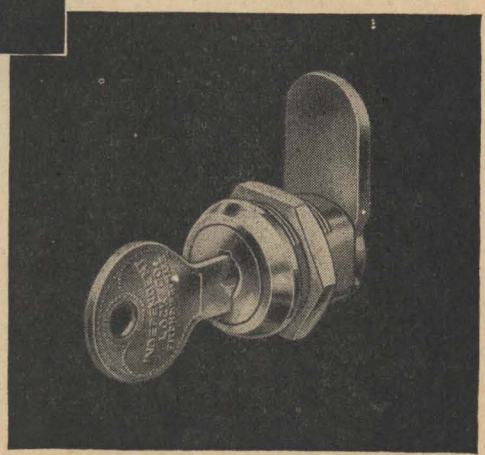
Ready with Locks for **PINBALL GAMES, VENDING MACHINES, Etc.**



▲ No. L4750T Improved Herculock-Maximum pick-resisting design. "Shark tooth" keyway. Double sided key. Wrench proof cylinder. Extra heavy spur washer, retaining screw, and key. Cam movement 90 degrees.



▲ No. 4082S. Cabinet Lock 5 Pin tumbler. Solid Brass Cylinder. Cam Movement 90 degrees. A high quality lock that insures safety and protection. An ILCO Pick-resisting Lock.



No. 4010B Coin Machine and Cabinet Lock Disc Tumbler. Die cast cylinder. 90 degrees cam movement. A strong, secure lock for vending machines. ▶

Reconversion from munitions to Coin Machine Locks finds ILCO ready with trained men, machines and materials to take care of orders.

In a few weeks, we expect to be able to establish production schedules for *all* numbers in our prewar line. At present we offer the numbers shown above.

So let's work together for rapid reconversion! We owe this to the men and women who have *fought* and *built* for victory!

ARMY ★★ E ★★ NAVY

ILCO

Independent Lock Company

Fitchburg, Massachusetts

LETTERS to the EDITOR

Columbus, Ga.

Gentlemen:

I have not been able to find a copy of your magazine at the newsstands, and will appreciate your forwarding a current issue and advising subscription rates.

W. D. Reddick

San Francisco, Cal.

Gentlemen:

In the November issue of *Forbes* it was suggested that you would be in a position to give information regarding the purchase and operation of automatic coin machines for various purposes. Any information you can give will be very much appreciated.

F. L. Owens

Lexington, Ky.

Dear Sir:

I am interested in securing information on the purchase and operation of automatic coin machines, and would like to have information and subscription rates to your publication.

Alger Wallace

Bethlehem, Penna.

Gentlemen:

Would you please send me information regarding the coin machine industry? Also I want to subscribe to your paper. Please bill me.

Lloyd O. Shirley

Houston, Tex.

Gentlemen:

I am unable to find a copy of your magazine here. Will you please send me a copy, advising rates, etc. I heard of your paper through *Forbes*.

C. L. Van Slyke

Washington, D. C.

Gentlemen:

I am desirous of subscribing to your trade journal on coin machines and would appreciate your sending a sample copy to my address, and the rates.

G. G. Lewis

(EDITOR'S NOTE: This month's Department has been devoted to a few of the more than 100 requests we have received in the last 30 days for copies of THE REVIEW and subscription information. Many of these are attributable to a reference in FORBES —The Magazine of Business, which gave the address of THE REVIEW as the logical publication to supply information. We are indebted to the editors of FORBES for this worthy recognition. All of the requests received have been serviced with sample copies of the last issue and we believe this program of cooperation will result in hundreds of men of means entering the Coin Machine Industry. Advertisers interested in obtaining the names and addresses of all of these new individuals may have them by visiting THE REVIEW offices in Los Angeles and bringing along a nice fat pad of paper to write them down on.)

To Build Coin Mart

DETROIT—James A. Passanante, one of the leading operators in this area, has announced plans for the establishment of a Coin Machine Mart in Detroit. Probably location would be at Warren and Woodward Avenues, where a lot 88 by 237 feet has been acquired. Proposed plan calls for the building of a two or three story structure with allowance made for parking area in the rear. Foundation would be ample to accommodate the addition of two or three stories later, as required.

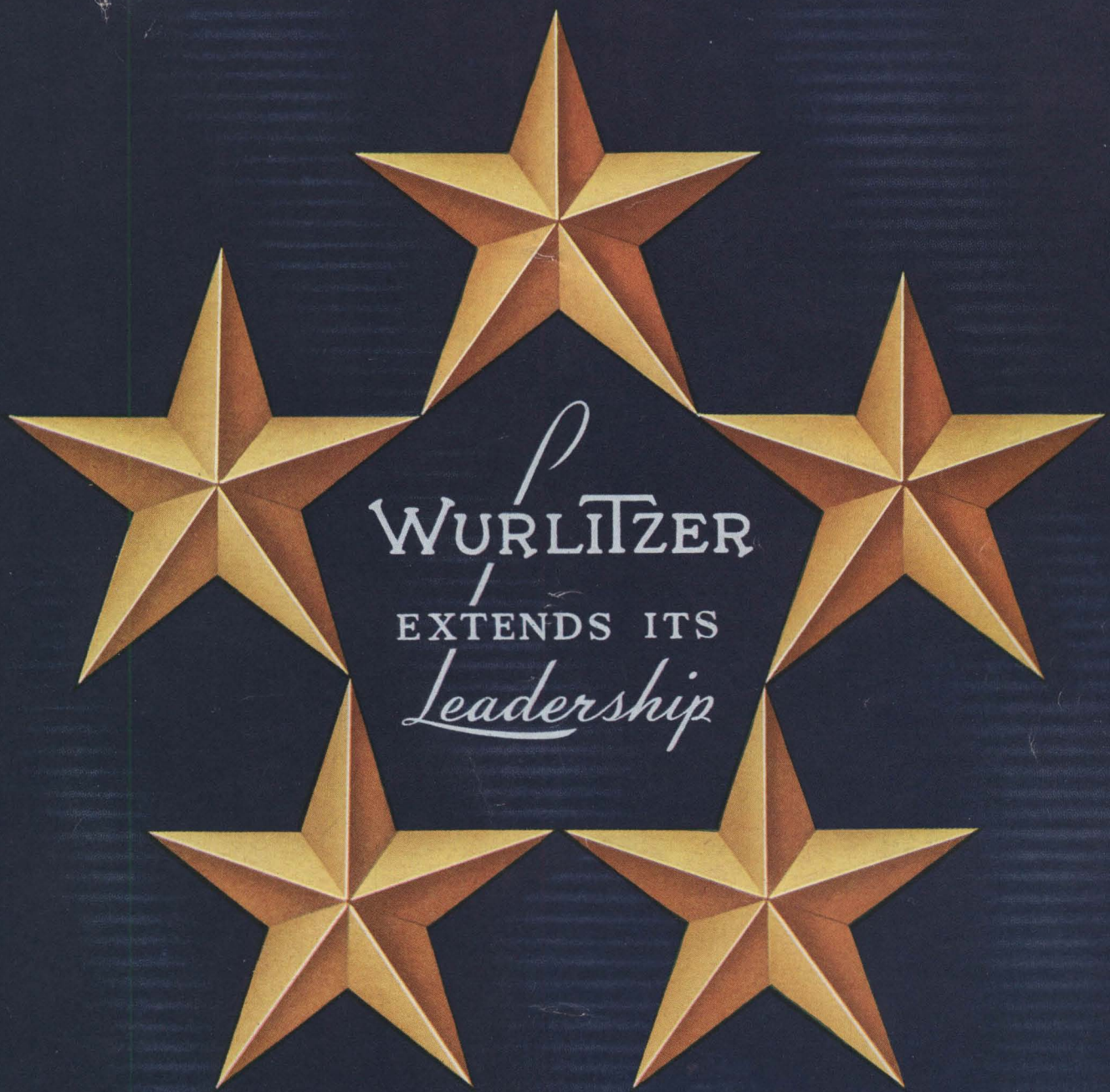
Building is to be erected by the J & J Investment Co., headed by Passanante, whose business consists of financing coin machines and electrical appliance deals. Firm will have offices in the new Mart and balance of space will be occupied by various affiliate coin machine organizations embracing every field of automatic endeavor.

SOUTH SEAS
CONVERTED FROM
"KNOCKOUT"
★
Ask for Our New
FREE CATALOG
Illustrating 9 Other
UNITED REVAMPS
★
See Your Distributor or Write Direct
UNITED
MANUFACTURING COMPANY
6125 N. WESTERN AVENUE
CHICAGO 45, ILLINOIS

OPERATORS! Since we insure hundreds of your present and prospective locations as Insurance Supervisors for the Southern California Tavern Association, is it not good business for you to insure with us?
Ask the Operators Who Do So!

Zeigler Insurance Agency, Inc.

541 S. Spring St., Michigan 0961 — Specialists—Coin Machine Industry — Los Angeles 13, Calif.


WURLITZER
EXTENDS ITS
Leadership

Introducing

THE NEW WURLITZER MODEL 1015
with revolutionary "Cleared for Action" Service

The long awaited news is here! Wurlitzer resumes the production of Automatic Phonographs and Remote Control Equipment... reassumes the position of dominant leadership it held for ten consecutive prewar years... promises to back up Wurlitzer Music Merchants with new products, new plans and new promotional activities that will *extend* that leadership by the greatest margin in Wurlitzer history.

NEW WURLITZER PHONOGRAPH MODEL 1015 COMBINES TIME-TESTED FEATURES WITH SENSATIONAL SERVICE ACCESSIBILITY

The magnificent new Wurlitzer Model 1015 incorporates Wurlitzer's traditionally superior mechanical features, 24 records, visible record changer, brilliant play-promoting cabinet styling and glorious tone with sensational new "cleared for action" service—the greatest service, time and money saver ever offered Music Merchants.

The steel-reinforced cabinet with its scuff-proof, stain-proof, nickel-plated metal base is a striking combination of walnut, burl maple and fast color, non-tarnish plastics. It rides on oversize casters.

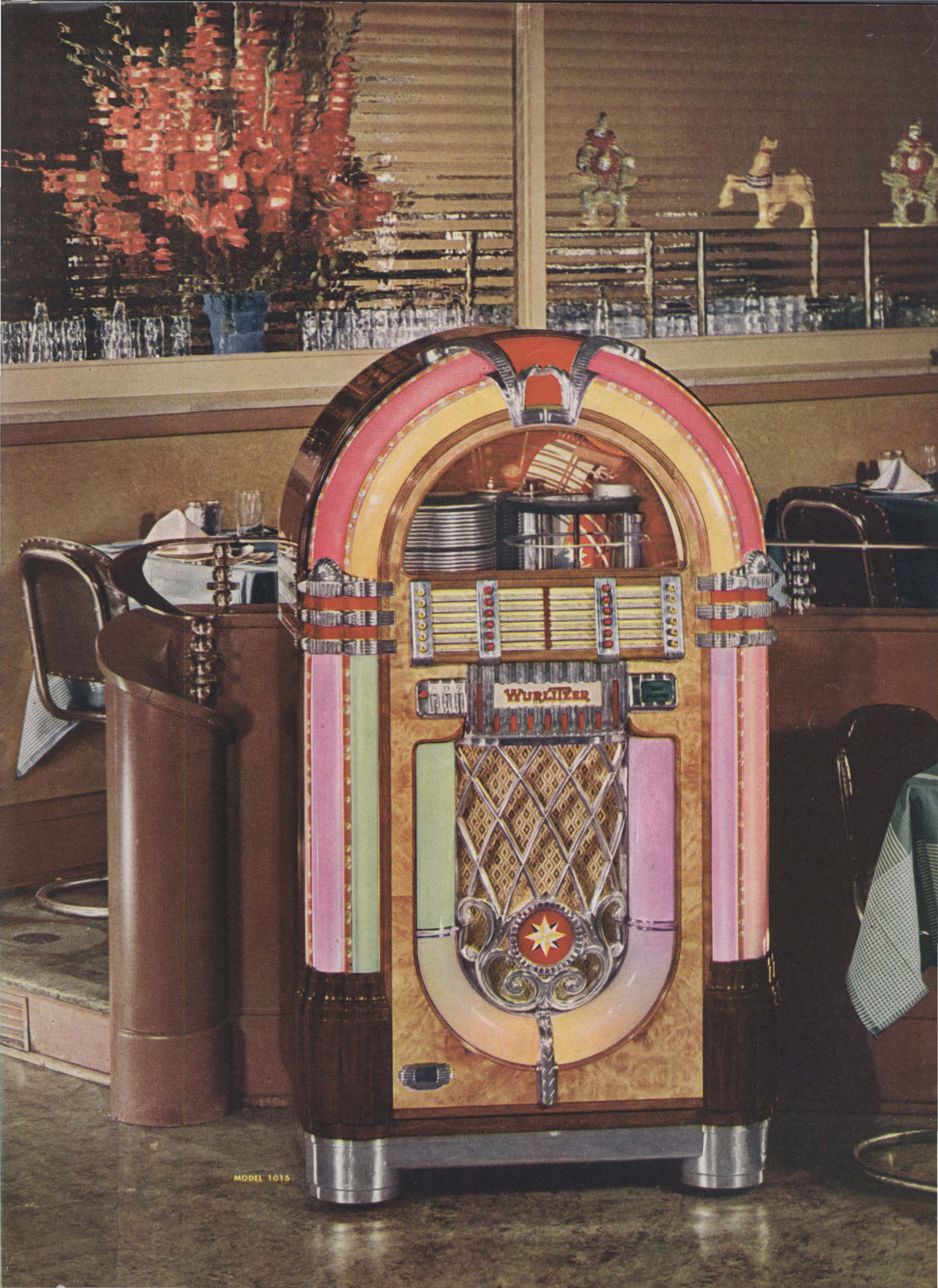
NEW HEIGHTS IN BRILLIANT ILLUMINATION AT LOWER THAN EVER WATTAGE

Brilliant bubble illumination in the pilasters and automatic starting fluorescents requiring no push buttons give the Wurlitzer Model 1015 gorgeous eye-appeal. Yet the wattage is amazingly low! Record life is correspondingly increased.

ELECTRICAL SELECTORS

The Model 1015 is equipped with electrical selectors and is also designed for triple-wire remote control. Every Model 1015 has an electric coin counter that registers every coin deposited in the phonograph and in every remote control unit attached to that phonograph.

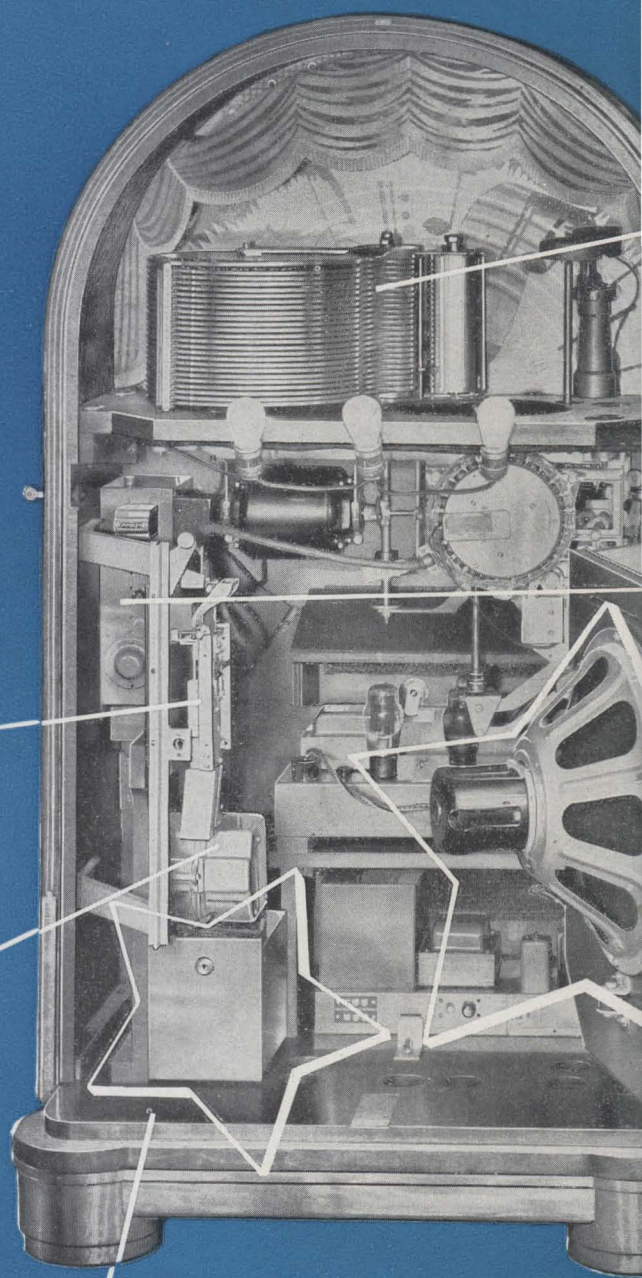
NOW, TURN THE PAGE AND READ WHY THE WURLITZER MODEL 1015 IS NOT ONLY A GREAT MONEY MAKER BUT A MONEY SAVER THANKS TO "CLEARED FOR ACTION" SERVICE ACCESSIBILITY.



MODEL 1015

"CLEARED FOR ACTION

The entire front of the Wurlitzer Model 1015 is one great door. It swings wide. It makes every service unit within the cabinet instantly and easily accessible. It opens the door to the fastest, most convenient, most economical service ever offered on any automatic phonograph.



IMPROVED MAGNETIC COIN SELECTOR

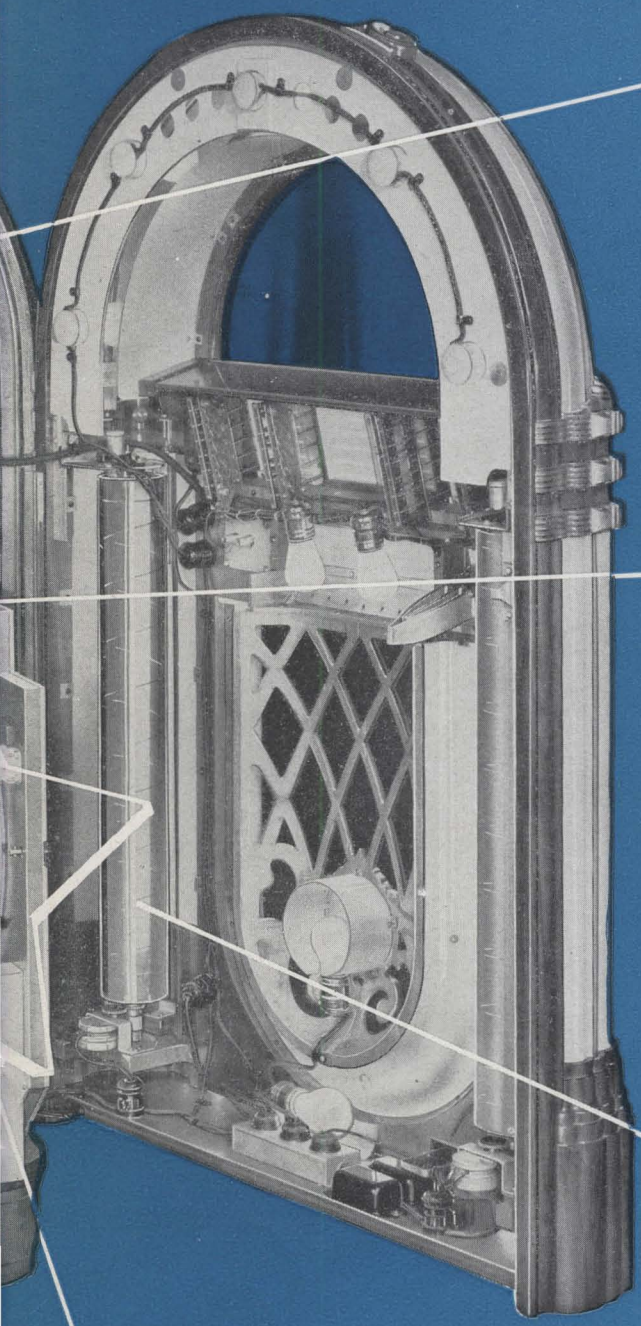
The most efficient selector ever made. Accurately sizes coins. It is adjustable to non-level floors. Easily removable for cleaning.

AUTOMATIC COIN SWITCH

Refined and improved, assuring trouble-free operation from the coin entry to the new OVERSIZE cash box.

EXTRA LARGE CASH BOX—Larger than ever before, easier to remove and replace, this bigger cash box was requested by Wurlitzer Music Merchants—was made possible by increased roominess in the cabinet resulting from the "cleared for action" service setup.

" Service



TIME-TESTED VISIBLE RECORD CHANGER

All basic features of the time-tested Wurlitzer 24 Record Changer are retained, along with Wurlitzer's Electric Selector, convenient, instant set-back Play Meter, factory sealed Magnetic Pick-Up and true-tracking Tone Arm that assures better tone, longer record and needle life.

SECTIONALIZED ELECTRICAL SYSTEM

The entire electrical system is sectionalized by means of plug connections to the single unit electric selector and junction box. Every electrical unit is easily disconnected, easily removed, and just as quickly and easily replaced, thanks to "cleared for action" service accessibility.

ACCESSIBLE LIGHTING AND COLOR CYLINDERS

Positive motor-driven color cylinders with fluorescent lighting mounted on front door. Nothing to take out to reach them. No reaching around corners. Everything in plain sight at your finger-tips.

SPEAKER MOUNTED ON ITS OWN DOOR
Another great feature of "cleared for action" service accessibility! The speaker is off the main door, mounted on a door of its own that swings wide for service. No chance for sag. One of the greatest convenience features ever offered Wurlitzer Music Merchants.

MANY OUTSTA

these New

MODEL 3020
5, 10, 25 CENT 3 WIRE WALL BOX

Designed to meet a consensus of Music Merchant requests, Wurlitzer Model 3020 Wall Box has an improved program holder, is housed in a streamlined, highly polished metal case. It is easy to keep clean. It will always look new. Its ability to pick up and reflect surrounding colors gives it added eye-appeal. Mechanism is bug and dust proof and may easily be removed from the case for service.

This Model 3020 Wall Box can be converted quickly from a 3 wire to a 2 wire system by the addition of a line cord, or to a wireless system by the addition of a Model 215 plug-in wireless transmitter and line cord. Wireless system requires installation of a Model 216 plug-in radio impulse receiver in the phonograph.

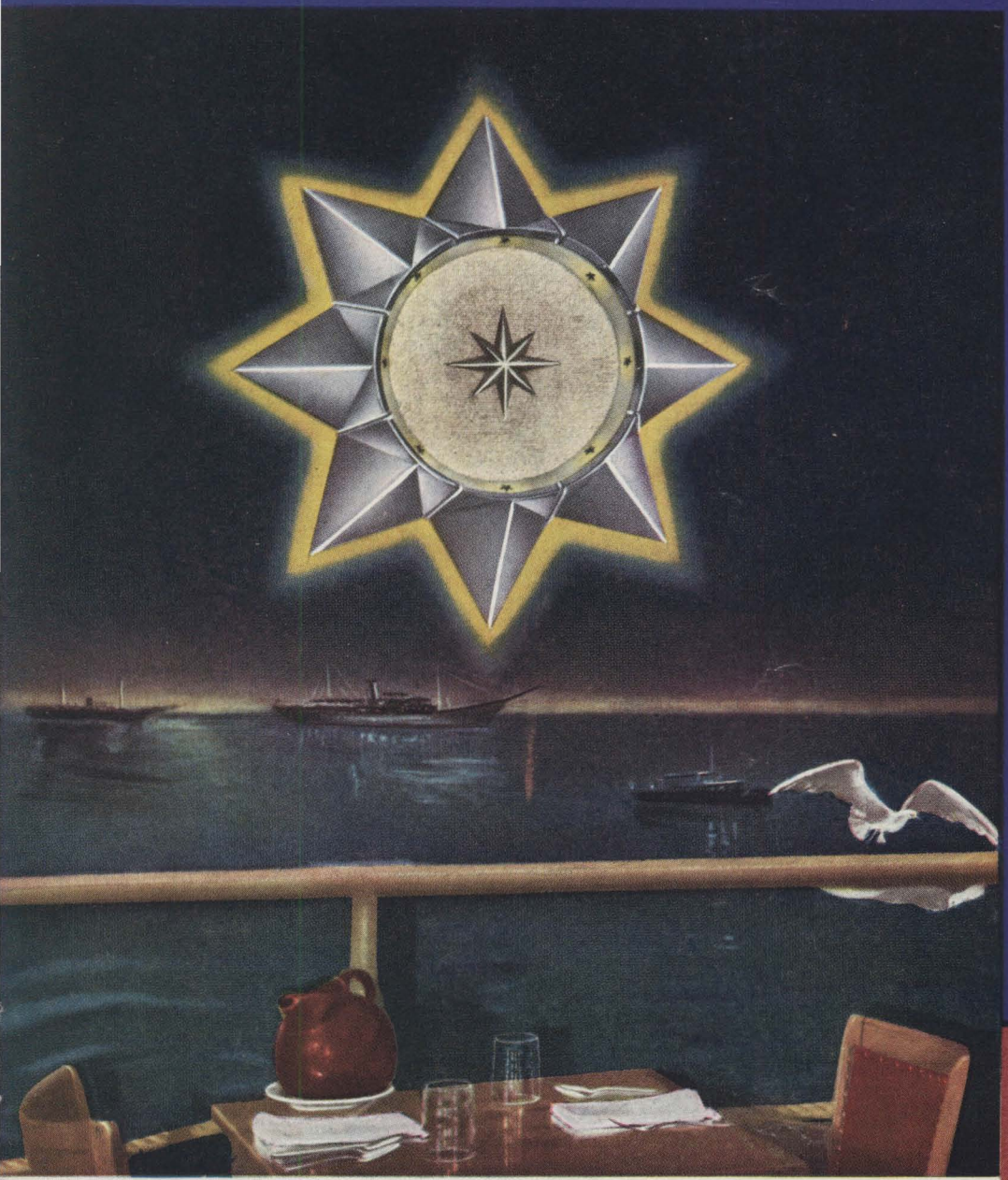
MODEL 3021 5 CENT WALL BOX

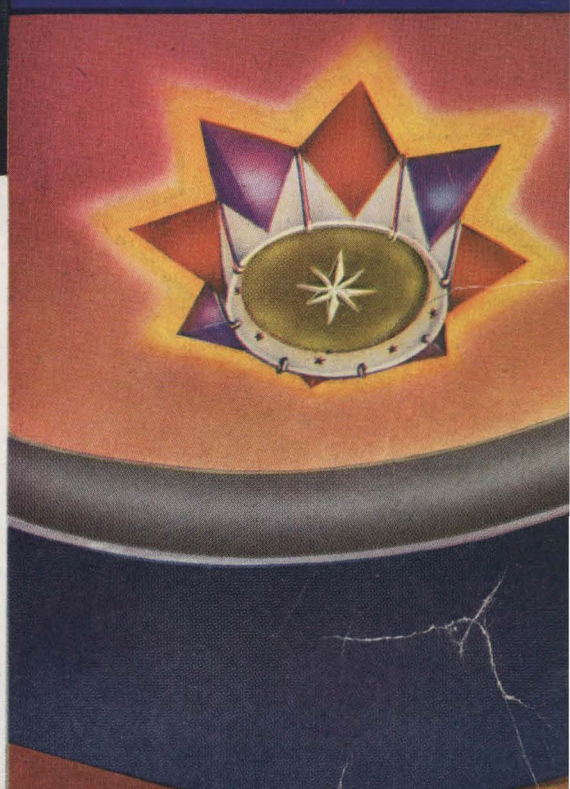
Similar in operation and appearance and with all the convertible features of Model 3020.

MODEL 3031
5 CENT 30 WIRE WALL BOX

One of the simplest, smallest, most attractive Wall Boxes ever built. Highly polished all metal case will retain its original eye-appeal. Picks up and reflects surrounding colors with strikingly effective results. Bug and dust proof. New style horizontal dial type selector adds to the eye and play appeal of this smartly illuminated 30 wire Wall Box. A special Model 218—30 wire terminal box is required in phonographs for 30 wire systems.

NDING FEATURES *Distinguish* WURLITZER REMOTE CONTROL UNITS





WURLITZER SILVER STAR WALL OR CEILING SPEAKER MODEL 4000

A novel all metal speaker featuring the Star motif. The rich design of its attractively illuminated, highly polished metal frame will help sell Wurlitzer music in any location. Stands away from the wall or ceiling to cast an interesting pleasing pattern of light around it. Picks up and reflects surrounding colors with gorgeous effects in eye-appeal. This model has a 12 inch permanent magnet dynamic speaker that realistically reproduces Wurlitzer Phonograph music.

WURLITZER MULTI-COLOR WALL OR CEILING SPEAKER MODEL 4002

Similar in design to the Model 4000 Speaker but constructed of vari-colored plastics. Beautifully illuminated itself, the Speaker sets away from the wall or ceiling to reflect a unique halo of light. Silver plastic grille cloth with harmonizing star ornament. A 12 inch permanent magnet dynamic speaker that reproduces Wurlitzer music exactly as the phonograph plays it.

Specifications

MODEL 1015—PHONOGRAPH

DIMENSIONS: 59⅞" High by 33½" Wide by 25" Deep.

WEIGHT: 360 lbs.—Crated 438 lbs.

COIN EQUIPMENT: Illuminated coin entry slots—Three-in-one magnetic slug rejector with levelling adjustment and easy-to-service mounting. Moto-drive coin switch.

RECORD CHANGER: 24 records—Electric Selector—Instant set-back Play Meter—magnetic Pick-Up.

SOUND SYSTEM: Amplifier—Model 503. Tube complement: 1—Type 5U4G-2—Type 6L6G; 1 Type 6SC7; 1 Type 6J5. Speaker, 15" Electrodynamic. Key type Volume Control and dual Tone Control independently adjustable for bass and treble.

WATTAGE: Lighting 215—Complete Phonograph 500.

AUXILIARY EQUIPMENT: Provision in Amplifier for connection of auxiliary speakers. Phonograph as shipped equipped for 3 Wire Remote Control. Can be converted to Wireless Remote Control by installation of plug-in type Model 216 Radio Impulse Receiver. Requires installation of Model 218—30 Wire Terminal Box for 30 Wire Remote Control.

MODEL 3020—5, 10, 25¢ 3 WIRE WALL BOX

CASE: All metal. Dust and bug proof. Working parts accessible and removable as a unit for servicing. Size—8⅞" Wide by 11¾" High by 5 11/16" Deep. Illuminated 24 record program holder.

COIN EQUIPMENT: Single 5, 10, 25¢ coin entry. Magnetic coin selector.

MISCELLANEOUS: Can be changed to two wire system by the addition of a line cord and to a wireless system by the installation of a plug-in Model 215 Radio Impulse Transmitter and line cord. The wireless system requires the addition of plug-in type Model 216 Radio Impulse Receiver in the phonograph. No additional equipment required in phonograph for 3 wire system.

MODEL 3021—5¢ 3 WIRE WALL BOX

CASE: All metal. Working parts accessible and easy to service. Size—8⅞" Wide by 10⅞" High by 4 11/16" Deep. Illuminated 24 record program holder. Magnetic coin equipment.

MODEL 3031—5¢ WALL BOX—MULTI-WIRE SYSTEM

CASE: All metal. Dust proof. Size—7½" Wide by 9" High by 4⅜" Deep. Illuminated 24 record program holder.

COIN EQUIPMENT: Single 5¢ coin entry, magnetic coin selector.

MISCELLANEOUS: Can be used with any 24 record Wurlitzer phonograph. Requires the installation of a Model 218—30 Wire Terminal Box in Model 1015 phonograph. No connection to power line required. Uses 30 wire connecting cable which should be protected.

MODEL 4000—AUXILIARY SPEAKER

CASE: All metal exterior. Illuminated—60 watts. Dimensions—8¼" Deep by 23¾" maximum diameter.

SPEAKER: 12" Permanent Magnet Type.

APPLICATION: Wall or ceiling mounting.

MODEL 4002—AUXILIARY SPEAKER

CASE: Multi-colored plastics. Illuminated—60 watts. Dimensions—8¼" Deep by 23¾" maximum diameter.

SPEAKER: 12" Permanent Magnet Type.

APPLICATION: Wall or ceiling mounting.

WURLITZER

THE NAME THAT MEANS *Music* TO MILLIONS

THE RUDOLPH WURLITZER COMPANY ★ NORTH TONAWANDA, NEW YORK

PRINTED IN U.S.A.

AUTOMATIC MUSIC

Wurlitzer Announces New Phonograph and Five New Remote Control Units

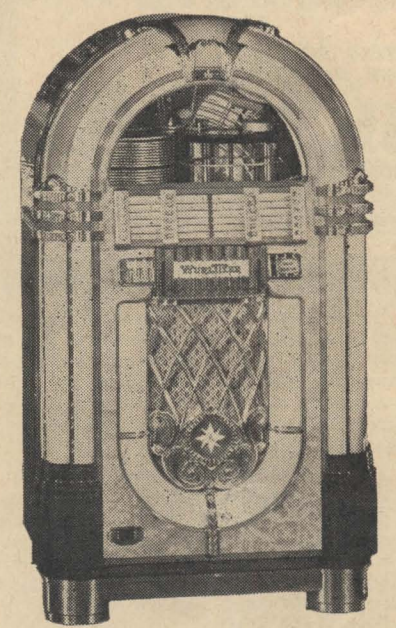
NORTH TONAWANDA—With General Sales Manager M. G. Hammergren at the helm, Wurlitzer launched its new postwar line with a flourish reminiscent of the good old prewar days. While actual models are not yet available for display, the advance publicity indicates a great line and from all reports, Music Merchants are flooding Wurlitzer Distributors with a flock of orders that will keep Wurlitzer's Phonograph Division humping for a long time to come.

Interest naturally centers about the new Wurlitzer Phonograph, Model Number 1015. Bubbling over with enthusiasm "Mike" Hammergren pointed out that it combines many time-tested Wurlitzer features with what he terms revolutionary "Cleared for Action" Service.

Obvious to all by the striking pictures released of the Model 1015 is this fact. It packs eye-appeal aplenty. From its scuff-proof, stain-proof nickel plated base to its fluorescent and bubble illuminated cabinet featuring generous use of new fast color, non tarnish plastics, the Wurlitzer Model 1015 is an eye-arrester of the first magnitude.

"Sure its steel reinforced cabinet is a beauty," says Hammergren, "but the feature that will make Music Merchants happiest is 'Cleared for Action' Service—the greatest service, time and money saver ever offered."

And he adds, "The entire front of this phonograph is one great door that swings wide open. Every service unit in the cabinet is right in sight, easy to reach and a cinch to service. When you open that door, you've opened an opportunity for the fastest and most economical service ever offered on any phonograph."



Wurlitzer Model 1015

All lights and color cylinders are located on the inside of the door. Nothing need be removed to reach them. Everything is in plain sight.

(See NEW PHONO, Page 34)

Musicraft Sold

NEW YORK — Jefferson-Travis Corp., manufacturers of radio communications equipment and continuous tape recording equipment, has acquired all of the outstanding stock of the Musicraft Corp. and affiliated companies of New York and Los Angeles, according to Irving M. Felt, president of Jefferson-Travis Corp.

The Musicraft Corp., which will be operated as a wholly-owned subsidiary of the Jefferson-Travis Corp., is one of the oldest operating companies in the phonograph record industry, with a modern record pressing plant in Los Angeles and a plant presently being erected at Ossining, New York.

Paul Puner will continue as president of Musicraft and Oliver Sabin and Albert Marx will continue as vice-presidents.

Felt also stated that by reason of its new affiliation with Jefferson-Travis, Musicraft will be in a position to increase substantially its record pressing facilities, aggressively add noteworthy popular and classical talent to its roster of outstanding artists, and to expand its distribution on a world-wide basis.

Liggins At Berg's

HOLLYWOOD—Joe Liggins' Honeydrippers, who sprang to disc fame with their Exclusive record release of a terrific riff tune of the same name, will open at Billy Berg's jump joint in Hollywood Christmas Eve for an indefinite run.

Form Wired Music Firm

MIAMI BEACH, Fla.—Melody, Inc., has been formed to distribute wired music to hotels, restaurants and other establishments in Dade and Broward counties. A. F. Katzentine, owner of Station WKAT, is chairman of the board.

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Package of 24.....$1.80
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NEW PHONO

(Continued from Page 33)

The Moto-Drive Coin Switch, now electrically operated and automatic, is more accessible than ever. It is said to assure trouble-free operation from coin slide to cash box.

Speaking of the cash box, Hammergren points out that "Cleared for Action" Service applies to it, too. It's larger than ever, easier to remove, easier to replace.

Another convenience is a single unit electric selector and junction box. Most electric circuits are located in this one easy-to-reach box.

"Furthermore," continues Wurlitzer's General Sales Manager, "the whole electrical system has been sectionalized by plug connections. You can easily disconnect, remove and replace every electrical unit. That's another great feature of 'Cleared for Action' Service."

Examination proves that the Magnetic Coin Selector which is adjustable to non-level floors has a coin return button and is well-known for its ability to accurately size coins, is easier to reach than ever before.

"And that isn't all," adds Mike. "Look at the speaker. It's off the main door, mounted on a door of its own that opens wide for service. Any chance of main-door sag due to speaker weight has been absolutely eliminated by this feature of 'Cleared for Action' Service."

Additional features of the Wurlitzer Model 1015 include automatic starting fluorescents requiring no push buttons. More brilliant illumination at lower than ever wattage. A claimed 66% reduction in cabinet heat caused by illumination with consequent longer record life. Electrical selectors. Complete built-in equipment for triple-wire remote control. An electric coin counter that registers every coin deposited in the phonograph and in every remote control unit attached to that phonograph.

Concludes Hammergren, "I am positive that every Music Merchant will say the Wurlitzer Model 1015 was worth waiting for. I know they'll hail its 'Cleared for Action' Service as one of the greatest advancements in automatic music history. I want to make it plain that Wurlitzer will back up this instrument and the remote control units being introduced simultaneously with its new plans and new promotional activities that will extend Wurlitzer leadership over and above what it has ever been in the past."

Two Brilliantly Styled Wall or Ceiling Speakers

In addition to the Model 1015 Automatic Phonograph, Wurlitzer is announcing five new remote control units—Speaker Models 4000 and 4002 and Wall Box Models 2020, 3021 and 3031.

The Model 4000 is an all-metal, color-reflecting wall or ceiling speaker featuring a star motif. A unique feature of this highly polished metal speaker is that it stands away from the wall or ceiling to cast an eye-arresting pattern of light around it. The brilliant frame picks up and reflects surrounding colors with highly attractive results.

The Model 4002 Wall or Ceiling Speaker is similar in design to the Model 4000 but the frame is entirely of vari-colored plastics. Grille cloth is silver plastic with harmonizing star ornament.

Each of these beautiful speakers houses a 12-inch permanent magnet dynamic speaker that reproduces Wurlitzer music with exact fidelity.

Three Highly Polished Metal Wall Boxes

Completing the new Wurlitzer line are three startlingly beautiful Wall Boxes which, Mr. Hammergren stated, have been designed to meet a consensus of Music Merchant requests.

There is the Model 3020, a 5, 10, 25 cent wire box. It has an improved program holder, is housed in a streamlined, highly polished, metal case. It is said to be easily cleaned and will always look new. The polished metal case picks up and reflects surrounding colors to give it added eye-appeal. Mechanism is bug and dust-proof and may conveniently be removed from the case for service.

The Model 3020 is convertible from a 3 wire to a 2 wire system or to a wireless system by addition of a plug-in transmitter.

The Model 3021 is a 5 cent Wall Box very similar in appearance to the 3020 except that it is for 3 wire operation only. Push button selector and improved program holder are features of this Wall Box.

The Model 3031 is a 5 cent, 30 wire Wall Box outstanding for its beauty and simple, compact construction. It, too, is housed in a highly polished metal case, is bug and dust-proof. A new style horizontal dial type selector adds to its eye-appeal.

Hammergren Predicts Great Future for Wurlitzer Music Merchants

After commenting on Wurlitzer's new models, General Sales Manager Hammergren made this statement. "To aid Wurlitzer Music Merchants in getting off to a great start with the new merchandise, we have strengthened our field and factory forces. Distributor setups have been streamlined. Factory service facilities have been added to and highly trained for the job they have to do. We will broaden and enlarge our advertising and merchandising activities. In sum, Wurlitzer is in the strongest financial, production and distribution position it has ever enjoyed. I look for every Wurlitzer Music Merchant to share a long period of prosperity as Wurlitzer extends its leadership in the coming era of postwar prosperity."

Ralph Wiser Wed

LOS ANGELES—Ralph Wiser, Superintendent of Charlie Washburn's Coast Record Mfg. Co., hied off to Yuma and married Miss Kay Denny, Wave in the U. S. Navy. Gladys and Charlie Washburn accompanied them on the trip and the quartet was lavishly entertained by Schott Brothers, Yuma operators.

Wiser is the brother of Gladys Washburn.

* * *

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COIN MACHINE REVIEW
36
FOR DECEMBER 1945

Trade Talk

by

PAUL W. BLACKFORD

Every once in a while a tiny squib appears in the daily press that doesn't seem too exciting, but if studied for a moment takes on astronomical proportions. Read this:

> ***"Bing Crosby and Jack Kapp, boss of Decca (the record maker), will go to court to seek help in stopping all those Bing recordings on the various stations. Fred Waring once fought and won a suit like that. Quite a racket . . ."***

This item appeared in a Winchell Column in various newspapers across the nation. Nothing important, you might say at first glance but if you remember the Fred Waring affair you'll think differently.

If this sort of activity continues, and meets with success at the hands of the artists and platter manufacturers, there is nothing to stop them from stepping up and exacting a toll from the automatic phonograph operator if the records they make and sell are used on the machines. Right now they're paying fantastic tributes to Petrillo and his bunch and it's only logical that some minds in the recording business may be searching around for a place to pass on these exhorbitant charges.

Every time I've ever mentioned anything about Bing Crosby in this publication in the past, which wasn't completely flowery, I've had an immediate call from brother Everett who promptly set out to try to convince me how wrong I was to have such evil thoughts and if there ever was a living soul who was a friend of the operators it was brother Bing. Now that may be true and the mere mention of the squib appearing herewith is not an intimation by me that Bing and Kapp intend to eventually end up "snaring the jukes" but the practice once started of stopping record playing or else, on radio stations CAN BE EXTENDED if they are successful in their first steps.

As watchdogs for the Automatic Music Industry, we'll be interested spectators in seeing just how successful Crosby and Decca are in this new move. It's to be hoped that the whole thing is forgotten, for radio stations do help popularize numbers, just as automatic phonographs, and to abolish the playing of tunes on one without payment is an easy stepping stone to the second field.

* * *

If we had a department wherein we doffed our top hat to some one in the Industry for noteworthy service in promoting the best interests of our business, this month's bow would go to R. Z. Greene and the Rowe Mfg. Co. on the splendid guidebook to vending machine operating they have just published.

It's a complete, down-to-earth discussion of the vending machine business and covers every important phase without distortion of facts or the slightest hint of selling the Rowe product. Booklet runs only 20 pages and is written in an easy-to-read conversational style. It deserves a wide distribution for it is exceptionally well done and presents the vending machine business in its true light.

Congratulations to Greene and Rowe Manufacturing, in behalf of an appreciative Industry.

Recorder Licenses Four

CHICAGO—The licensing of four additional manufacturers, including Bendix Aviation Corp., to produce Armour magnetic wire sound recorders has been announced by Lucius A. Crowell, president of the Wire Recorder Development Corp., which handles the licensing program for the Armour Research Foundation of Illinois Institute of Technology.

Other new licensees are Bang and Olufsen, Copenhagen, Denmark; Pyrox Proprietary, Ltd., Melbourne, Australia; and the St. George Recording Equipment Company, New York, N. Y.

Bendix Aviation Corporation, which is reported to have plans to manufacture 1,000,000 home radios yearly as a part of its peacetime reconversion program, expects to produce magnetic wire sound recorders in seven different fields of application.

These four new licensees bring to 24 the total number of manufacturers who have been licensed to produce Armour magnetic wire sound recorders in various fields of application.

Aireon Unveils New Model at Showing

KANSAS CITY—Kansas City played host to the Automatic Music Business, Oct. 18th through 23rd, with the country's first preview showing of things to come in the way of automatic phonographs. Aireon Mfg. Corp., famous name in electronics, held the showing at its new Radio and Phonograph Division display building to representatives of the automatic music industry from Canada to Mexico. Although previous announcements had been made indicating Aireon's entrance into the field, the preview was the first opportunity afforded music distributors for a glimpse of the new Aireon phonograph and accessories.

Throughout the war the Aireon company supplied the armed forces with thousands of units of radio and radar equipment, some of which are still on the government's hush-hush list. Additional experience gained during this time has now been utilized by the company for gearing to all out production on automatic phonographs and other peace time equipment.

The preview meeting was attended by both Aireon representatives in the field and distributors from all sections of the United States, Canada, and Mexico. All those present agreed with R. R. Greenbaum, vice-president of Aireon, that the meeting was more than successful.

After five full days of entertainment including luncheons, dinners, tours of Aireon's various factories and plants in Kansas City, demonstrations of the automatic phonographs and meetings to outline plans for the coming year, those present were given a cocktail party by B. M. Waggener, president of the Coin Machine Acceptance Corp. of Chicago. Present with Waggener to represent the company were H. W. Pretzel, A. E. Laffarty, E. R. Ratijack, and G. M. Dick. Following the cocktail party, the meeting was formally closed by Aireon with a banquet at the Hotel Muehlebach where, after short speeches by R. C. Walker, president of the company, and Greenbaum, the visitors were shown a technicolor movie of Aireon's railroad radio equipment in actual use. In closing the meeting, Greenbaum, said, "During my years in the music business, I have had occasion to visit many factories throughout the nation engaged in the manufacture of automatic phonographs. It is my distinct pleasure to be able at this time to assure all of those present that never before have I seen a corporation equipped and engineered so thoroughly as is Aireon to build the finest automatic phonograph this country has ever seen. Aireon proved during the war years that they were not interested in manufacturing second rate equipment; our policy has always been and will continue to be to make only such equipment as that of which we can be justly proud. For that reason, we are certain that music operators over the entire country will justifiably look confidently to a future of success with Aireon."

Aireon Wines and Dines Its Coin Guests

Although primarily a get-together to examine the new phonograph line and accessories, Coin Men had their check books in evidence most of the time and several million dollars in orders were booked before the meeting concluded.

New Aireon Regional Sales Managers include W. E. Simmons, Hollywood; Ralph E. Rigdon, Shelbyville, Ind.; Ben D. Palastrant, Boston; Frank Q. Doyle, Miami, Florida; J. McEwen Cherry, Nashville, and Fred A. Mann, Chicago. District Sales Managers include: Clayton Ballard, Portland, Ore.; Sam Weinstein, Philadelphia; Myrl Park, San Diego; Clifford Kemp, Denver; R. H. Cherry, Nashville; Aubrey V. Stemler, Van Nuys, Calif.; Ed Wisler, West Los Angeles, Calif.; and J. W. Harwell, Nashville. Cities mentioned do not indicate territory the individual men will cover for territorial details are still being worked out.

Eighty-eight coinmen were in attendance from various parts of the country, with 16 represented from the 11 western states.

* * *

The government has had such success teaching citizens how to save money in war-time that the people ought to turn around now and teach the government.

Music Operators

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STAR TITLE STRIPS are STANDARD SIZE and will fit All Phonos and Wall Boxes. They come ten (10) strips to a card, strips are neatly perforated for easy removal.

THE WEEKLY SERVICE INCLUDES . . . **STRIPS FOR ALL RECORDS RELEASED** . . . BY THESE LABELS:

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20 - 0000 SERIES
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18000 SERIES
8000 SERIES
6000 SERIES
4000 SERIES
2000 SERIES

MAJESTIC
ALL RELEASES

CAPITOL
ALL RELEASES except Albums

MONTHLY SERVICE RATES

2 Cards— 20 strips—on each record release	$1.25	per month
4 Cards— 40 strips—on each record release	$2.50	per month
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10 Cards—100 strips—on each record release	$6.25	per month
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209 W. JACKSON BLVD. • CHICAGO 6, ILLINOIS

● Here's a tip all new salesmen should study as we face our big sales jobs in the year ahead. Advertising and salesmanship are much alike because advertising is merely printed salesmanship. Whether you are a distributor, operator, route man, or whatever you do, you employ salesmanship every day of your life if you are to be successful.

You cannot find any more fascinating study than advertising, so use 15 minutes every day to study advertising methods. Then compare them with the salesmanship you are now using. The best advertisement furnishes good material for your sales talk and the best sales talk can always be printed as a good advertisement if given the right heading to catch the readers' attention.

Many of our best advertising writers have been salesmen. They know how to write the type of advertising that pulls because they understand what appeals to the customer's mind.

If your customer lacks the power of decision, then you must supply that power. If he has the power of decision, don't try to supply it; if you do, you will antagonize him.

● A certain operator in the West tells this one. He didn't get home until after daylight and was just undressing when the wife woke up and said: "Aren't you getting up pretty early, Dear?", and in order to save an argument the "Dear" reversed his undressing and went to his shop!

● When Carlson's famous Marine Raiders swooped down on the Japs at Makin Island in the early days of the war, they hit the beach yelling "Gung Ho", which is an old Chinese idiom meaning "pull together" or "work together." Boiled down to the bare essentials, it means cooperation, co-ordination, team-work and united effort. In days of tremendous sales (just ahead), its necessity is especially apparent all along the selling front.

● A hen is the only known creature that can sit still and produce dividends. But who wants to be a hen?

Gutshall Revamping

LOS ANGELES—"There'll Be Some Changes Made" is not the name of a new disc at the Jack Gutshall Dist. Co. but the theme song for the next few weeks as the firm launches a clean-up and get ready activity in preparation for the display of new phonographs and equipment shortly after the first of the year.

"We'll start with the outside and work right on through," says Jack, "and we'll not stop until we've done a complete and thorough job on the entire establishment."

Gutshall is currently launching a new disc by Joe Liggins and his Lads which he believes will equal the *Honeydripper* in popularity. This time it's a tune with universal appeal and can be used in all types of spots. Over 50,000 records are currently in stock on the various labels to take care of orders coming in.

* * *

Some owe success in life to luck,
Some owe it to their mothers,
Some owe it most to "good" advice
They didn't take from others.

Information FREE!

Write **MILLS NOVELTY COMPANY** *4100 Fullerton Avenue Chicago, Illinois, for latest Coin Machine Information*

An Appeal to ALL Music Operators in the United States

By Geo. A. Miller, State President

California Music Operators' Assn., Oakland, Calif.

Each and every operator in the United States should acquaint himself with the bill known as the Buckley Bill, H.R. 3190. This bill was introduced and referred to the Committee on Patents, May 11, 1945, but the bill, like many others, was so outlandish that the music operators gave little thought to it. We learn that the bill is very serious to the automatic music business and should it be passed in its entirety it would do nothing more than to heap further taxation on the already heavily taxed phonograph business. The bill is to amend the act entitled "An act to amend and Consolidate the Acts Respecting Copyright" approved March 4, 1909, as amended.

In other words automatic phonographs at the present time are not deemed to be a public performance for profit unless a fee is charged for admission to the place where such reproduction or rendition occurs but should the amendments as the Buckley Bill proposes be passed by Congress, automatic phonographs could be classed the same as any other public places of entertainment and would be subject to a tax arrived at by a certain group on all copyrighted discs, phonograph records, music by wire, etc. It is to be remembered that this bill is not clear, however reading between the lines, any kind of copyrighted music, regardless of how played over automatic equipment, would be subject to taxation.

The writer feels that each and every music operator in the United States should get a copy of this bill from Washington, D. C., and study it very carefully and after doing so, should write to the Congressmen and United States Senators from his district demanding that this particular bill, known as the Buckley Bill, No. H.R. 3190, be defeated.

The writer further would like to state that the music operators in the state of California have already organized a move to defeat this bill and each and every operator in the state of California has written, or is writing, to the various Congressmen at this particular time demanding the defeat of this kind of legislation.

The California Music Operators Association has also written to the Congress in regard to the $10.00 Federal Tax on each and every phonograph in the United States, which was strictly a duration tax and was accepted as such because each and every music operator in the United States felt it his patriotic duty to support such legislation at this time. Now that the war is over the music operators expect the tax to be discontinued and will work toward that end, not alone on automatic phonographs but on other coin operated equipment as well.

Upon reading this article every operator in the United States should immediately write to his Congressman soliciting his support toward the defeat of these particular bills. Never before has there been anything so vitally important to the operators as the defeat of this legislation. The writer urges that each and everyone of you act and act now.

New Capitol Plant

HOLLYWOOD—With plans calling for the manufacture of up to 10 million Capitol Records per year for western consumption alone, John Griffin, Vice-President of the Scranton Record Co., has just returned to the East after completing negotiations for a west coast manufacturing plant exclusively for Capitol.

The new plant, another move to take care of the tremendous growth of Capitol Records since its inception in 1942, will be located at 2121 San Fernando Road, between Los Angeles and Glendale. Installation of equipment will begin on November 1st, in three buildings covering approximately 20,000 square feet. Actual production for Capitol is slated to begin before the first of the year.

S. V. P. Quackenbush, President of the Scranton Record Co., has just sent Arthur Frampton to Hollywood, to work out the operating procedures with Roy Marquardt, Vice-President in charge of production for Scranton.

Milwaukee Licenses Boxes

MILWAUKEE—Three hundred and two amusement machines have been licensed in this city since July 1st. The city licensed 2,412 automatic phonographs up to October 29th—a decrease of 158 units compared to the fiscal year which ended June 30th. Figures reveal that there is an average of 33 music machines and 18 amusement machines per operator.

WOLF SALES COMPANY
Exclusive WURLITZER *Distributors*
FOR COLORADO, WYOMING, UTAH, ARIZONA, NEW MEXICO, EASTERN IDAHO
1932-4 Broadway Denver 2, Colorado

Southern California Music Operators Form Mutual Benefit Association

LOS ANGELES—With an eye to protecting current operations and providing for future operating under favorable conditions, music operators of Southern California, in a series of formal meetings, have evolved the Southern California Phonograph Operators' Association.

Meeting in one of the Conference Halls of the Embassy Auditorium on November 12th the following officers were elected: Dick Gallagher, Santa Ana, President; Sam Ricklin, Vice President, and Walter Swartz, Secretary and Treasurer. Board of Directors comprises Jay Bullock, Del Cluff and H. W. McClure.

Speaking of the Association and its plans, Sammy Ricklin said: "We are not endeavoring to form an Association that will set down some hard and fast operating ethics that will work hardships on a certain few. We feel that music operators should get together and know each other better, and in so doing they'll be able to operate in a more friendly fashion and there will be a minimum of 'topping' and other misunderstandings. Then, too, we have some important matters to consider insofar as taxation is concerned. The Buckley Bill in Washington is something that no operator will want passed. Here at home we have a proposed $25.00 license, plus $1 on each outlet and box that is too much for the operator to assume. These, and other matters are constantly cropping up and a well-working Association, with a platform of service and protection, will be ready to meet these matters when they come up."

At the meeting of November 12th the matter of forced selling received considerable consideration. The operators seem to feel that the manufacturers faced with a very competitive set-up, are going to use various methods to get their products across. It is already rumored that one manufacturer has evolved a program that smells of restraint of trade. No individual operator would be interested, or financially able, to break such a deal but a well-organized Association, properly financed, could go to bat and do the job.

Between 30 and 40 operators were in attendance at the last meeting. Dues were set at $25.00 a year for Charter Members joining up during the current drive for membership. Associate memberships, which include dealers, distributors and service shops, will be $50.00 per year. Association stickers for machines will be issued quarterly and will be available to the operators at 75c each, which amounts to 25c per month. The sticker is to be regarded as a pledge of faith in the integrity of the Association and brother operators are pledged to respect it on any phonograph and not subject the spot to any sales program on replacement of the units already active in the location.

While no definite program of meetings has been established, it is likely that they will be held every two weeks in some spot conveniently located in the Coin Machine sector of Los Angeles. Mail address for the Association will be 1115 Venice Boulevard until permanent offices are established.

Simmons With Aireon

HOLLYWOOD—W. E. Simmons, former regional manager for the Packard Manufacturing Corp., Indianapolis, has announced his resignation and his new affiliation with the Aireon Mfg. Corp. as regional manager of the 11 Western States, Mexico, Hawaii, and Alaska. Aireon Radio Phonograph Division in Hollywood will be under Simmons' direction and spacious offices have been opened on the 10th floor of the Bekins Storage Building. Adolph Kuri, well-known Hollywood interior decorator, was in charge of decorating the new offices and display rooms.

Said Simmons: "I am leaving Packard with the most friendly feeling and best wishes for their continued success. They are a great bunch of fellows. However, never have I felt so certain that the time was ripe for a change in mechanical mechanism and cabinet design in automatic phonographs, and new streamlined, distinctly different merchandising methods. Aireon, a California corporation, with several major factories in this country and Mexico, have at their command the facilities to almost completely build the instruments in their own plants.

"Not only will the automatic phonographs be distributed from the Hollywood office, but also the radio-phonograph home combinations and other products which will be announced at a later date.

"January 1, 1946, will mark my 20th year in the music business, having started with the Electramuse in 1926 when it was manufactured by Holcomb and Hoke in Indianapolis. Since then I have been either directly or indirectly associated with Homer E. Capehart, now the Senator from Indiana. Homer's a man I respect very highly and I look back with pleasure to my years of association with him."

4 Stars Score

LOS ANGELES—Initial reception to the advent of 4 Star Records has been particularly encouraging according to Harry Fox, sales head, who said, "We were very pleased with the response and the repeat orders which have proven that we really have a quality record in the 4 Star series. Our new releases take in Gene Austin, Texas Tyler and all the other artists which make the initial list so overwhelmingly popular the country over. Especially exciting has been the demand for 'EE-Bobaliba' as recorded on our label by Jim Wynn and His Bobalibans. Yessir, 4 Star Records are really going to town."

* * *

"Is it possible for a man to make a fool of himself without knowing it?"

"Not if he has a wife."

The — —

WELCOME MAT IS OUT

We're getting comfortably set-up in our new quarters in the Heart of Coin Machine Row and, when convenient, we will appreciate your visit.

YOU'LL FIND:

- **The most complete repair and maintenance department on the Pacific Coast.**
- **Factory-trained mechanics available for work on your phonographs and amplifiers.**
- **Honest, conscientious consideration for every job —large or small—and at reasonable rates.**

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3. **NEW CONSOLES** *(For Every Type of Location)*
4. **NEW 5-BALL NOVELTY SENSATIONS**
5. **NEW PHOTO-ELECTRIC TARGET GAMES**
   AND OTHER ARCADE TYPE GAMES
6. **NEW BEVERAGE VENDERS**
   NEW IMPROVED MECHANISM... NEW BEAUTIFUL DESIGNS

COIN MACHINE REVIEW **41** FOR DECEMBER 1945

● **RE-CONVERSION** of Bally's big new plant from war production is progressing at top speed. Day and night shifts are already producing game parts. You'll see new Bally products on location quicker than you ever thought possible. Write today to get on the list to receive all Bally announcements.

THE Bally **PHONOGRAPH**

Famous Gabel mechanism plus Bally electronic engineering insures top tonal quality, trouble-free operation. Brilliant line of cabinets, designed by nationally known stylists for greatest eye-appeal. Huge production facilities of Bally's vast new war-time plant insures early big-volume delivery.

ARMY E NAVY

Bally MANUFACTURING COMPANY

DIVISION OF LION MANUFACTURING CORPORATION

2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

Sinaloa Dusky Moonshine

Sounds like a lot of name for such a beautiful canine but this one happens to be a "lot of dog" too. He's the pride and joy of Bill Abel, of Coast and Peerless Records fame. Sinaloa is from two of the finest cocker lines in the country. He's known as a "blue" in dog parlance—a particular coloring that is distinctive and representative of a silver fox. He's an excellent example of the true sporting type, fine head and shoulders and good muzzle, and is similar to the original Ware dogs which were brought in from England and established the cocker strain in this country.

Yes, he's quite a dog!

Capehart Injured

INDIANAPOLIS, Ind. — United States Senator Homer E. Capehart, suffered a broken left ankle, cuts about the face and badly lacerated tongue in a head-on automobile collision 15 miles northeast of here on October 30th.

Doyles Have Girl

MIAMI, Fla.—Mr. and Mrs. Frank Q. Doyle announce the arrival of Susan Queen Doyle on October 10th. Infant checked in at 8 pounds, 7 ounces. Pappy Doyle is a Factory Representative for Aireon Mfg. Corp., and an old timer in the music business.

6SC7-5Z3-80-83-2A4G and 70L7

These tubes are next to impossible to secure. We have adapters for making the changeover that require no changes in the amplifier or remote boxes.

#100—6SC7 to 7F7
110—5Z3 to 5U4G
125—80 to 5T4, 5V4G, 5Y3 or 5Z4
126—83 to 5U4G or 5X4
$3.00 Each in lots of Six

#205—2A4G to 2051 (Seeburg Guns)
210—2A4G to 2051 (Remote Music)
215—70L7 to 7A4-7A5 (Seeburg Remote Boxes)
$6.50 Each, Minimum Shipment of Six

These have all been tried and proven thoroughly satisfactory. WE GUARANTEE SATISFACTION. Absolutely no worry, anyone can make the change, carry these in your service kit as standard equipment. One-third with order, balance C. O. D.

HERMITAGE MUSIC COMPANY

416A BROAD ST. NASHVILLE 3, TENN.

Arrange Needle Exports

CHICAGO—Permo, Inc., has completed an exclusive export arrangement with the Radio Corp. of America, RCA International Division, to handle exclusively both the Fidelitone home needle and Permo Point coin phono line in all territories outside the continental limits of the U. S.

E. C. Steffens, Permo vice president and general sales manager, stated that under this set-up with RCA, which has distributing organizations throughout the world, Permo expects to greatly increase its export business, built up in many foreign countries during the past five years. RCA Victor, Ltd., of Canada has already been Permo's exclusive distributor in that territory for several years.

Aireon Buys Lewis

KANSAS CITY—To further complement its postwar plans, Aireon Mfg. Corp., through its president and general manager, R. C. Walker, announces the acquisition of the Lewis Electronics, Inc., popularly known in the trade as "Lewis of Los Gatos".

Lewis, manufacturer of transmitting and industrial tubes, has been in business for many years, and under the able leadership of Garret Lewis has advanced to a point where the organization holds a prominent place in its field of endeavor.

* * *

The difference between a bathing suit and an evening gown is not material.

Inspection Keeps Production High At Seeburg Plant

The necessity for building coin operated machines and record changing record-players to high precision standards is well known, and in order to turn them out in production line quantities, it is necessary to check closely on each machine operation, to keep from having large quantities of rejected parts in final inspection.

In the plant of the J. P. Seeburg Corp. in Chicago, spot checking plays an important part of keeping production flowing smoothly and eliminating rejects. Pictured is a spot check on a long shaft hole of the record changing post for the Seeburg Home Recorder, being made by the drill press operator. This part is held to a .005 tolerance. Proper spot checking during production keeps down the number of rejects at final inspection, and is found to be an important factor in keeping production at a high level. The gage being used is a Size Control "GO and NO-GO" Plug Gage. The extra long, reversible plug makes it ideal for checking deep holes such as this.

WE'LL BUY YOUR CHRISTMAS TURKEY

Yessir! Here's an opportunity to get a 12 pound turkey absolutely free for Christmas. With the purchase of 200 Aero-Point Needles, at 46c each, from now until December 20th, we'll add a dividend of a 12 lb. turkey. COME IN TODAY! We've got the needles . . . and THE BIRD!

SUPPLIES

PROGRAM STRIPS, 27 to slip, easy snap perforation, $7.50 per M
COLLECTION BOOKS 3 AMP FUSES

FOR MAXIMUM PROFITS

Use CONTAINER SALESBOARDS

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LARGE SELECTION OF 5c-10c-25c-50c and $1 BOARDS

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REVIEW MUSICAL POPULARITY POLL

NOVEMBER, 1945

An authoritative chart showing the popular musical favorites and compiled from information gathered in the principal key cities and wired to us at press time.

On Phonographs—

1. It's Been A Long, Long Time
   Harry James—Columbia
   Bing Crosby—Decca
   Charlie Spivak—Victor
2. Till the End of Time
   Perry Como—Victor
   Les Brown—Columbia
3. I'll Buy That Dream
   Haymes, Forrest—Decca
   Harry James—Columbia
4. Chickery Chick
   Sammy Kaye—Victor
   George Olsen—Majestic
5. Along the Navajo Trail
   Dinah Shore—Victor
   Crosby, Andrews—Decca
6. Waitin' For the Train To Come In
   Peggy Lee—Capitol
   Harry James—Columbia
7. That Feeling in the Moonlight
   Perry Como—Victor
8. On the Atchison, Topeka and Santa Fe
   Johnny Mercer—Capitol
   Tommy Tucker—Columbia
   Bing Crosby—Decca
9. Walkin' With My Honey
   Sammy Kaye—Victor
   Ray Noble—Columbia
10. That's For Me
    Dick Haymes—Decca

On Radio—

1. Till the End of Time
2. Chickery Chick
3. It's Been A Long, Long Time
4. That's For Me
5. I'll Buy That Dream
6. It Might As Well Be Spring
7. That Feeling In the Moonlight
8. Waitin' For the Train to Come In
9. It's Only A Paper Moon
10. On the Atchison, Topeka and Santa Fe

Best Selling Sheet Music—

1. Till the End of Time
2. It's Been A Long, Long Time
3. I'll Buy That Dream
4. Along the Navajo Trail
5. On the Atchison, Topeka and Santa Fe
6. It Might As Well Be Spring
7. It's Only A Paper Moon
8. Chickery Chick
9. Feeling in the Moonlight
10. I'm Gonna Love That Guy

Best Selling Records—

1. Till the End of Time (Perry Como) Victor 20-1709
2. It's Been A Long, Long Time (Harry James) Columbia 36838
3. I'll Buy That Dream (Haymes-Forrest) Decca 23434
4. Chickery Chick (Sammy Kaye) Victor 20-1726
5. That's For Me (Dick Haymes) Decca 18706
6. It Might As Well Be Spring (Dick Haymes) Decca 18706
7. On the Atchison, Topeka and Santa Fe (Johnny Mercer) Capitol 195
8. Hong Kong Blues (Hoagy Carmichael) ARA 123
9. Tampico (Stan Kenton) Capitol 202
10. If I Loved You (Perry Como) Victor 20-1676

On Wired Music—

1. Chickery Chick
2. Till the End of Time
3. It's Been A Long, Long Time
4. Waitin' For the Train To Come In
5. That Feeling in the Moonlight
6. I'll Buy That Dream
7. Walking With My Honey
8. Along the Navajo Trail
9. The Blond Sailor
10. No Can Do

Sepia Hit Parade—

Top tunes in colored spots supplied at press time by Otis Rene, of Excelsior Records:

1. E-Boba-Luba (Helen Hume)—Philo
2. Jimmy's 'Round the Clock Blues (Jimmy Rushing)—Excelsior
3. The Honeydripper (Joe Liggins)—Exclusive
4. Blues At Sunrise (Johnny Moore's 3 Blazes)—Exclusive
5. My Baby's Business (Jimmy Rushing) Excelsior
6. Caldonia Boogie (Louis Jordan)—Decca
7. Fifteen Years (Pearl Bailey)—Columbia
8. Oh What I Dreamed About You (Effie Smith)—Gem
9. I Thought You Ought To Know (King Cole Trio)—Capitol
10. He May Be Your Man (Helen Hume)—Philo
11. Puerto Rican Breakdown (Gerald Wilson)—Excelsior
12. Somebody's Changed the Lock On My Door (Wynonie Harris)—Philo

Western Hit Parade—

1. You Two-Timed Me One Time Too Often (Tex Ritter)
2. Those Oklahoma Hills (Jack Guthrie)
3. With Tears In My Eyes (Wesley Tuttle)
4. Green Grow the Lilacs (Tex Ritter)
5. Silver Dew On The Blue Grass Tonight (Bob Wills)
6. Headin' Down the Wrong Highway (Ted Daffin)
7. Make Room In Your Heart for a Friend (Wylie Walker and Gene Sullivan)
8. Cool Water (Ozie Waters)
9. Shame On You (Spade Cooley)
10. Sioux City Sue (Dick Thomas)

* * *

While receiving a manicure and a shave, a man in Oklahoma tried to make a date with the manicurist. "You'll have to ask my husband first," she replied, "He's shaving you!"

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5c & 25c SUPER BELLS C.P.	495.00
4 WAY SUPER BELL 4-5c	595.00
4 WAY SUPER BELLS 3-5c, 1-25c	750.00
5c SARATOGA Conv.	169.50
LUCKY LUCRE, Walnut 5c	199.50
5c ROLETTO, JR.	199.50
5c CLUB HOUSE	99.50
5c PACES REELS	124.50
BALLY CLUB BELLS Conv.	275.00
5c SARATOGA	124.50

ONE BALLS

LONGACRES	$495.00
THOROBREDS	495.00
DERBY '41	325.00
CLUB TROPHY	325.00
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KENTUCKY	375.00
EUREKA	49.50
DERBY WINNER	149.50

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5c BLUE FRONTS	$179.50
5c MILLS CLUB CONSOLES	375.00
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5c WAR EAGLES	155.00
5c ROMAN HEADS	155.00
5c JENNINGS CHIEFS	149.50
5c ORIGINAL CHROMES	325.00
5c BLUE Q. T.	69.50
5c GLITTER GOLD Q. T.	104.50
10c GLITTER GOLD Q. T.	114.50
50c GOOSENECKS	169.50
50c GLITTER GOLDS	775.00

ALL SLOTS OVERHAULED AND REFINISHED

Double Safe Cabinets $50.00

MISCELLANEOUS

5-10-25c ROCKOLA WALL BOXES $49.50

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LOS TARZANES—Cancion Tapatia
Manuelita Arriola con Mariachi

☐ 1831 OYE VALE—Cancion
DOS CORAZONES—Cancion
Manuelita Arriola con Mariachi

☐ 1873 LA FERIA DE LAS FLORES—Cancion
ASI SE QUIERE EN JALISCO—Cancion
Manuelita Arriola con Mariachi

☐ 1903 CUATRO VIDAS—Polka Fox
EL BARRILITO (Will Glahe)—Polka
Orquesta De Los Hnos. Dominguez

☐ 1924 SE MUY BIEN QUE VENDRAS—Bolero
TE QUIERES IR—Cancion
Tona la Negra con la Orquesta de Noe Fajardo

☐ 1933 LA NEGRITA CONCEPCION—(Rumba Son)
LA NEGRA LEONOR (Son Guaracha)
Tona la Negra, Orquesta de Noe Fajardo

☐ 1938 LOS LAURELES—Cancion
NOCHES ETERNAS—Corrido
Martin y Eloisa con Mariachi

☐ 1941 ME GUSTAS MUCHO—Cancion Bolero
QUE MAS ME DA—Cancion Bolero
Tona La Negra con la Orquesta de Noe Fajardo

☐ 1945 CUATRO VIDAS—Cancion
NO HAGAS POLVO—Cancion Ranchera
Martin y Eloisa con Mariachi

☐ 1954 TRAIGO MI 45—Corrido
CORRIDO DE LOS BRAVUCONES—Corrido
Fernando Rosas con Mariachi

☐ 1962 SE QUE QUIERES VOLVER—Cancion
DOS PAJARILLOS—Corrido
Martin y Eloisa con Mariachi

☐ 1964 COCULA—Cancion
EL HERRADERO—Cancion
Martin Becerra con Mariachi

☐ 1982 LINDA MUJER (Son)
ANGUSTIA (Danzonette)
Miguel Aceves Mejia con la Orquesta de Juan S. Garrido

☐ 1991 TU QUE DIJISTE—Corrido
EL CABALLO ENSILLADO—Cancion
Martin y Eloisa con Mariachi

☐ 1996 SOLAMENTE UNA VEZ—Cancion Bolero
BESAME MUCHO—Blues
Manuelita Arriola con la Orquesta Juan S. Garrido

☐ 1999 EL HIJO DESOBEDIENTE—Corrido
DE CUANDO EN CUANDO—Cancion
Martin y Malena con Mariachi

☐ 2000 SOLDADO RASO—Corrido
EL DURAZNO—Cancion
Pedro Infante con Mariachi

☐ 2021 SANDUNGA—Sandunga Oaxaquena
LA CHIAPANECA—Baile Chiapanece
Lira de San Cristobal

☐ 2026 NOSOTROS—Cancion Bolero
COMO EL BESAR—Cancion Fox
Gaby Daltas con la Orquesta Garrido

☐ 2029 SE FUE MI AMOR—Cancion
EL BRAVERO—Corrido
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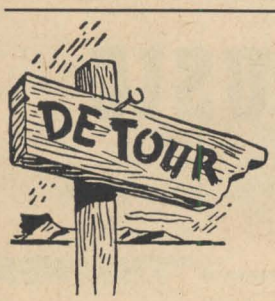

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BLUEBIRD

4★ 34-0737 Roosevelt Sykes
THE HONEYDRIPPER (Race)
HIGH PRICE BLUES (Race Blues)
Sykes on the piano, with tenor sax, string bass, clarinet and drum raise plain hell with the tried and proven "Honeydripper" and although Sykes gets off on the wrong foot at the start by claiming to be the original, the fans that go for this stuff know Joe Liggins beat the bunch on Exclusive label. Never-the-less this is a swell recording, well done and merit is in ample evidence. Second side is an average blues number that gets torrid in spots and has some hot clarinet passages. In colored spots it'll make its biggest claim for fame.

CAPITOL

4★ 220 Betty Hutton
A SQUARE IN THE SOCIAL CIRCLE (V)
DOCTOR, LAWYER, INDIAN CHIEF (V)
Rowdy numbers. First number is not unlike "Rocking Horse". Novelty in character with some snappy patter choruses and injected wise cracks. Flopover is not as effervescent in the beginning but picks up steam as it unwinds. Will "click" on phonos.

3★ 221 Andy Russell
LOVE ME (V FT)
I CAN'T BEGIN TO TELL YOU (V FT)
Limpid numbers and the main draw will come from the Russell name in spots that go for this vocalist. Tunes are plenty weak and the capable orchestral work of the Paul Weston crew can't save the day. Russell sings in his usual fashion. A "mustn't" instead of a "must" in most spots.

4★ 222 Martha Tilton
WHAT A DEAL (V FT)
THE LAST TIME I SAW YOU (V FT)
A neat vocal number that has a nice bounce and plenty of listening, and dancing interest. La Tilton milks the first side for all it's worth and the band does a nifty job backing her up. Second side is a sentimental ballad type of thing and also well done. Okeh for the automatics.

3★ 223 Tex Ritter
CHRISTMAS CAROLS BY THE OLD CORRAL (HB V)
YOU WILL HAVE TO PAY (HB V)
An appropriate folk song tune for the hillbilly spots during the Christmas season, and the flopover makes the disc a double value. Ritter is in good form and tunes should get by nicely.

4★ 224 King Cole Trio
COME TO BABY, DO! (V)
THE FRIM FRAM SAUCE (V)
A duo of numbers with plenty of Cole vocal that will fry hot in race spots and show a neat return in the average location. Nifty arrangements and a nice helping of hot piano.

4★ 225 Pied Pipers
IN THE MIDDLE OF MAY (V)
AREN'T YOU GLAD YOU'RE YOU (V)
Top tunes on today's hit list, masterfully recorded by the Pieds. These kids put their all into these two and disc is A-1 for the automatics. Orchestral background is particularly outstanding. Recommended.

3★ 226 Ella Mae Morse
RIP VAN WINKLE (FT V)
BUZZ ME (FT V)
Acceptable vocal numbers. Second is done in a blues style and is better of the two for phonos.

COLUMBIA

4★ 36862 Gene Krupa
THAT FEELING IN THE MOONLIGHT (FT VC)
I DON'T WANT TO BE LOVED (FT VC)
Excellent recordings of two prime favorites with appealing vocal work by Buddy Stewart and Anita O'Day. Band swings out on the "A" side and Krupa injects some drum work worthy of mention. Flopover is slow ballad stuff and interesting to listen and dance to. Acceptable for straight music and dance spots.

3★ 36860 Frank Sinatra
WHITE CHRISTMAS (V)
MIGHTY LAK' A ROSE (V)
Columbia is re-issuing "White Christmas" and, as usual, there will be a few plays on this number on the automatics before the holiday season. Tune is well recorded and our starring is based entirely on its timeliness and newness for automatic use. Second side has Frankie trying a standard ballad. Results are only fair, but in Sinatra spots where anything goes, this one offers a side for the pre-holiday season, and a flopover for thereafter.

3★ 36869 Wiley and Gene
MAKE ROOM IN YOUR HEART FOR A FRIEND (HB V)
FORGIVE ME (HB V)
Wiley Walker and Gene Sullivan are magic names in hillbilly music and this disc has plenty of appeal for fans. A rhythmical string band jogs along with the boys at a breezy gait.

4★ 36867 Harry James
WAITIN' FOR THE TRAIN TO COME IN (FT VC)
I CAN'T BEGIN TO TELL YOU (FT VC)
Solid rendition of a timely tune on the first side. James gives it everything and Kitty Kallen commits herself admirably on the vocal work. Prime material for the automatics. Second side is a "dud" but the first side will carry the dead freight.

4★ 36868 Frank Sinatra
NANCY (V)
CRADLE SONG (V)
Sinatra "pipes" this pair in his regular fashion and the edge probably falls to the first side—a tune written for one of Frank's youngsters. Brahms Cradle Song just doesn't seem appropriate for most automatic spots but Frankie does it in an acceptable fashion and if you've a dining spot that goes for the more conventional standard stuff—this is it.

3★ 36883 Ray Noble
I'LL BE WALKIN' WITH MY HONEY (FT VC)
CUDDLES (FT VC)
Average dance tunes suitable for program fillers. Nothing exciting on either number.

2★ 36882 Kay Kyser
COFFEE TIME (FT VC)
ANGEL (FT VC)
About all that can be said for the first side is that it's a constant plug for coffee. No sense to the tune and the lyrics are irritable. Even the Kyser showmanship falls flat in putting it over. Second side is worse. Kay doesn't miss often, but he certainly did on this one.

(See RECORDS, Page 54)

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- ☐ **No. 112** Peek a Boo / How Am I To Know — *By Karl George Octet*
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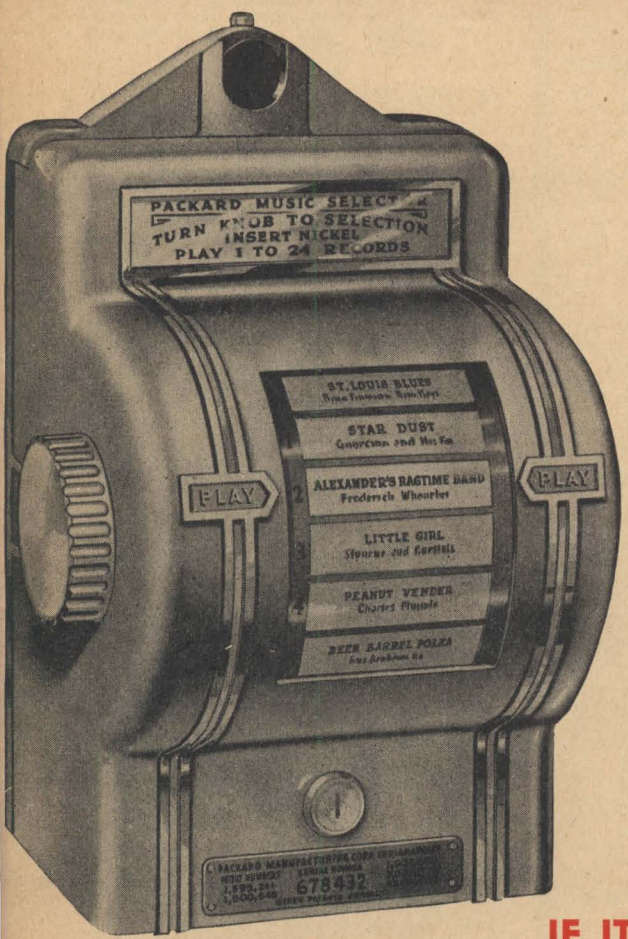

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RECORDS

(Continued from Page 50)

3★ 36881 Bob Wills
WHITE CROSS ON OKINAWA (HB V)
EMPTY CHAIR AT THE CHRISTMAS TABLE (HB V)
A couple of hillbilly tear jerkers for those who like to cry in their suds. The standard Wills style is in evidence. Both tunes are taken at slow tempo. Suitable for hillbilly trade.

4★ 36880 Gene Autry
DON'T LIVE A LIE (HB V)
I WANT TO BE SURE (HB V)
The relaxed style of Autry fits this pair perfectly. First is his own original number and he gives it all he has with a string band in the background. Songs are rich in melody. Very good, and top raters for hillbilly spots.

3★ 36878 Modernaires
AUTUMN SERENADE (V)
COFFEE FIVE, DOUGNUTS FIVE (V)
A side is a slow, dreamy vocal with Mitchell Ayres handling the band. B side is in a faster tempo. Both are pleasing to listen and dance to. Acceptable.

EXCLUSIVE

4★ 210 Joe Liggins
GOT A RIGHT TO CRY (FT V)
BLUE MOODS (Inst.)
A platter of original numbers by, and featuring, Joe Liggins and his "Honeydripper" aggregation. The A side is projected as a second "Honeydripper" and the recording does have its merits. Easy to listen to and suitable for all spots whereas its predecessor scored its greatest success in race locations. A lot of appeal to this number and we believe it will go a long way. Flopover is average fare.

FOUR STAR

3★ 1010 Gene Austin
FRANKIE AND JOHNNY (V)
GENE AUSTIN BLUES (V)

4★ 1011 Gene Austin
MY BLUE HEAVEN (V)
BUT I'M ALRIGHT (V)
Gene's own idea of "Frankie and Johnny" is drastically different and probably will not be too exciting for most of the customers. Anyway, it's short and if it gets any plays, it will take the cash fast. Flopover of the "Blues' is the better. Some good vocals and piano. On "Blue Heaven" Austin is right at home for it's the tune that originally took him off beans. He still does a marvelous job on the ditty and a re-appearance of this tune in your program will bring in a lot of memory-nickels. Flopover is another shorty and won't cause any excitement.

4★ 1015 Juan Florer's Cariocas
VOODOO RHAPSODY (Rhumba)
NEGRA CONCENTIDA (Rhumba)
Second selection is best bet of the two. English vocal enhances the opening of "Negra," and then reverts to Spanish. Pleasing to listen to, and easy to dance to. Well done.

3★ 1016 Hermanas Hernandez
AMOR CIEGO (Bolero)
POR ESO NO DEBES (Bolero)
Latin American tunes neatly recorded and reflecting professionalism. Voices are well blended, music is interesting and entertaining. For Spanish spots this disc will fare well.

3★ 1025 Jim Wynn's Bobalibans
BUZZ, BUZZ, BUZZ
I DON'T WANT TO CRY ANY MORE

4★ 1026 Jim Wynn's Bobalibans
EE-BOBALIBA
I WANT A LITTLE GIRL
"EE-Bobaliba" stands out amongst these four. Boys do a nice job on an arrangement as different from the Helen Hume get-up as day is from night. Will get replay. Don't be afraid of it —it'll take care of itself.

MAJESTIC

4★ 7155 George Olsen
CHICKERY CHICK (FT VC)
KENTUCKY BABE (FT VC)
This old favorite band, off the discs for a long time, comes back with a bang on this recording for Majestic. First side displays a full bodied orchestral number of a catchy ditty with a variety of vocal interpretations. "B" side is a slower effort and beautifully presents this old favorite. Vocal is most effective. Disc is duck-soup for automatics.

4★ 7154 Louis Prima
FELICIA NO CAPICIA (FT VC)
WHITE CLIFFS OF DOVER (FT VC)
A Prima specialty number of the type he does best, backed up with a ragged up version of a popular war ditty, evolved into a dish of Prima meat not too hard to digest. Outfit really swings out on the B side and the fans will eat it up.

4★ 7156 Louis Prima
WAITING FOR THE TRAIN TO COME IN (FT VC)
JUST A LITTLE FOND AFFECTION (FT VC)
Prima does the first tune in a conventional style with Prima on the vocal in the closing chorus, while a thrush chants the second side vocals ala Mildred Bailey. Fans will miss the Prima-izing which is noticeable in its absence. Solid tunes.

4★ 7158 George Olsen
THE GOOD TIME POLKA (FT VC)
AREN'T YOU GLAD YOU'RE YOU? (FT VC)
As beautiful a number as we've played for a long time. Fine arrangement and showmanly produced. The Olsen band will gain in popularity on the automatics with a steady parade of records of this type. Vocals are well assigned and group work is good listening. Recommended.

3★ 7157 Five De Marco Sisters
IT'S BEEN A LONG, LONG TIME (V)
CHICO, CHICO (V)
Five Brooklyn schoolgirls, a Majestic find, debut on this pair of tunes. Girls harmonize well and Bud Freeman backs up with his band. Girls are at their best on the second side. Okeh for a program filler.

MEMO

4★ 1036 Dusty Brooks—Four Tones
UPTOWN RHYTHM
LITTLE CHUM

4★ 1083 Dusty Brooks—Four Tones
JACKPOT
THANKS FOR THE LIES

4★ 1098 Dusty Brooks—Four Tones
DON'T RUSH ME
SECLUSION
A set of first rate records by an up-and-coming group that is rapidly making a name for itself in the recording field. Outfit is versatile enough to do a jump tune to perfection and back it up with a sob ballad. On "Little Chum," "Thanks for the Lies," and "Don't Rush Me" the boys employ the same recording style as the Ink Spots with capital results. These tunes will go in any spot. Don't shy away from 'em.

RICH

3★ 118 Bill Mayson Trio
EXIT
STIR BUG BOOGIE

3★ 117 Bill Mayson Trio
TROMPIN'
BAIL BOND BLUES
For a trio these lads can certainly plaster a lot of music on a disc. Major appeal on all four tunes falls to race spots. Vocals are coarse but will get by in colored spots. The music is the long suit on all four. While no hit material is in evidence, you can be certain of no complaints if intelligently spotted.

VICTOR

4★ 20-1736 Vaughn Monroe
FISHIN' FOR THE MOON (FT VC)
ARE THESE REALLY MINE? (FT VC)
Monroe follows up his steady string of worthwhile platters with this offering which combines an unusual, gently swaying rhythm and a lively rhythmic beat on the first tune. Monroe shares vocal honors with the Norton Sisters. Second

side is on the sentimental side and has some romantic appeal. Best bet for phonos is the "A" tune.

3★ 20-1735 The Ginger Snaps
TICO - TICO (V)
THE SHRIMP MAN (V)

Here is a new colored vocal quartet—three gals and a boy—with a style with a bit of originality, but the first offering is hampered by a poor selection of numbers. First side is a bit slow for the automatics today, and the second side doesn't carry enough appeal to put it in the top of the stack. Group works well together and with a fair shake on tunes will give a nice accounting. Arrangements are ace-high and vocal work harmonious. Second side rates paramount consideration on this listing.

5★ 20-1737 Tommy Dorsey
AT THE FAT MAN'S (FT VC)
CHLOE (FT)

One of the most torrid discs ever turned out by Dorsey. First side is a white hot rendition with Charlie Shavers featured on the vocals and in some terrific trumpet work. Buddy Rich adds to the jump feast with some searing tom-toms on the skins. Definitely A-1 fare for the automatics. The second side has a fresh arrangement of this old standard that also generates considerable steam. The jump fans and straight customers will have coin for both tunes.

3★ 20-1748 Duke Ellington
COME TO BABY, DO! (FT VC)
TELL YA WHAT I'M GONNA DO (FT VC)

A catchy, haunting rhythmic number and a distinctive blues song from a current flikker share sides on this record but it is only average musical material for the boxes. Suitable for fill spots on your stack only.

4★ 20-1746 Billy Williams
WHEN I MARRY I'LL MARRY FOR LOVE (HB V)
YOU'RE NOBODY 'TILL SOMEBODY LOVES YOU (HB V)

Sammy Kaye's vocalist strikes out for himself on hillbilly vocals with this first offering which puts him in the front row for this month. Both numbers have plenty on the ball and will catch on in spots going for authentic hill country stuff. Williams' voice has a wistful appeal and numbers are entertaining for all classes of patronage.

4★ 20-1747 Freddy Martin
IN THE MIDDLE OF MAY (FT VC)
SYMPHONY (FT VC)

"A" number is light, lively and typically Martin in his best rhythmic vein. Tune has an original twist and clever arrangement has some amusing rhymes rippling through a musical calendar. Second side is a superb symphonic dance treatment of a French tune but a little too arty for most automatic spots. Count on the first side for the gravy.

4★ 20-1738 Sammy Kaye
IT MIGHT AS WELL BE SPRING (FT VC)
GIVE ME THE SIMPLE LIFE (FT VC)

A pair of dandies. Popularity of the first side has been established and the Kaye lads give it a refreshing treatment. Second side introduces a new vocalist and a snappy new tune that is sharply and smartly orchestrated at a lively tempo. Both sides deserve attention.

3★ 20-1750 Perry Como
DIG YOU LATER (A HUBBA-HUBBA-HUBBA) (V)
HERE COMES HEAVEN AGAIN (V)

A hilarious vocal interpretation of a hep-cat as he sings bobby-socks patter. Snappy bounce and the satirical lyrics accent a new, humorous facet on the Como vocal personality.

4★ 20-1749 Freddy Martin
RACHMANINOFF CONCERTO NO. 2 (FT)
I'M GLAD I WAITED FOR YOU (FT V)

For class spots where the more conventional type of music gets a nod. Arrangement of the first number boasts of real symphonic proportions, but maintains a steady and irresistible dance beat. In tuneful contrast is the second lively tune employing the Martin strings and mellow brasses. Good.

4★ 20-1751 Shep Fields
THE NEXT TIME I CARE, I'LL BE CAREFUL (FT V)
IT'S DAWN AGAIN (FT V)

Torchy number in a mellow rendition. Smooth and sweet with harp and guitar embellishments enhancing the harmonic richness. Second tune is a slow dreamy tune played in an easy, lazy fashion with a swaying rhythm. Okeh.

"Sweating it out" to jive isn't so bad for these GI's awaiting orders home. The Red Cross furnishes phonos in this tent club in Verona, Italy, just as they do in clubs the world around. A goodly number of Singing Towers are included in the hundreds in use. Photo by American Red Cross.

Abel Back From Mexico

LOS ANGELES—Bill Abel of the Coast and Peerless Record department of the Charles E. Washburn Co. is back from a flying trip to Mexico City where he ironed out production and release details with Eduardo Baptista of Peerless Discos.

"We are getting geared up to give much better service on Peerless Records in the very near future," said Bill. "Additions will be made to the catalog more rapidly, we'll have better service on late popular releases and in a short time we will release new selections simultaneously with those in Mexico City and various key cities below the border. We have added 17 new numbers to the catalog this month on American pressings and an additional 10 will be ready after Dec. 1st."

Business continues brisk on the Coast label. *Detour* has developed into a national sensation and it is already on several local hit parades and gaining in popularity the country over as judged by the avalanche of quantity orders. Two numbers of Idaho Call and his Cowboys are a welcome addition to the Coast recording group and are getting a good reception.

Ozie Waters' new pair of numbers is doing exceptionally well. Ozie has been signed by 20th Century-Fox for a series of 6 pictures in color.

Firm has enjoyed the largest pressing on *Cool Water* of any record released to date and the demand continues strong.

Brown Buys Route

PHILADELPHIA — Ernest Brown announces the purchase of the Frank Viscidi route in South Jersey, according to officials of the Automatic Equipment Co.

The Viscidi route is one of the oldest in the business. With the death of Frank the route was continued by Peggy Viscidi and sold to Automatic Equipment in January of this year.

MEMO:

On Silver - it's STERLING! On Repairs - it's RUTTER! Bring your repair problems to our Clinic. We'll take care of the ailments on any of your equipment.....AND, our fees are very moderate. Ask any of our many patients.

"Doc" (Fix-'em) Rutter

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(Jimmie Rutter)

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AMI Announces Public Relations Plans

CHICAGO—DeWitt (Doc) Eaton, general sales manager of AMI, has announced a broad and significant AMI program of trade, public relations and promotion service, in behalf of his company interests as well as the interests of all AMI distributors and operators.

"When I say I believe in advertising and selling," Doc remarked, "I just don't say it like the average man. We all know that too much advertising is wasted and ignored because it is improperly prepared and in no way reflects the quality and prestige of the institution doing the advertising. In the coin machine industry there is a distinct need for advertising of better quality. The public and the business world at large always judge you by the way you carry yourself in print. This is why I have decided that every piece of AMI printing and advertising shall be done in the best possible way, with class and distinction written all over it. And the work of all AMI distributors will reflect this same tone.

"Public relations," Doc continued, "begins and ends with quality. When the factory sets a good example, everyone else in the marketing family follows this example.

"It therefore gives me great pleasure," said Doc, "to announce that James T. Mangan, famous coin machine promotion and public relations man and an international authority on exclusive advertising design, will handle all AMI advertising, publicity and promotion. The complete design, art and merchandising facilities of the firm of Mangan & Eckland will aid in the production of modern, brilliant promotion which will be an inspiration to the whole coin machine industry."

Doc indicated that the AMI advertising schedule will be one of the most extensive and varied ever seen in the trade.

Platter-Makers Meet

LOS ANGELES—November 7th the members of the Pacific Coast Record Manufacturers' Association met to "break bread" and talk shop at the offices of the Jack Gutshall Distributing Co., and when the meeting was over the members were treated to a fried chicken dinner, southern style, provided by their genial president, Otis Rene, of Excelsior Records.

Association is showing remarkable progress in its activities and its future plans indicate a long and active life. Prior to the meeting several Board meetings were held to decide policies and organize a program to present to the membership.

In open meeting the programs were presented and met with immediate commendation. Basis of the various activities will be co-operation and a "One for All and All for One" attitude in individual operations to keep the independent record manufacturers functioning on a profitable basis at all times.

Association hopes to stabilize prices, standardize manufacturing, weights, quality of stock, stamper manufacturing, etc., to compete on a fair basis in an open market.

A Committee was appointed to carry on the standardization program. Another Committee was organized to stimulate interest in the Association in the camps of those not already on the roster of membership.

Monthly meetings are scheduled for the future and a lot of important matters are scheduled, as well, for consideration and discussion.

Which Town Will Be First?

by JACK KELNER

NOT long ago, Ray Moloney, the Bally Boss, made a classic remark at a coin machine manufacturers meeting, quote: "what this industry of $200,000,000.00 needs is a Public Relations Program with britches big enough to fit it; say $50,000 size. I'll pay *my* share!"

In other words, what Ray meant was that it was high time that the public got a true picture of the coin machine industry; a picture that was different than the one which is being painted daily by the sensational copy in tabloids, or the lurid stories printed in circulation-hungry periodicals. This industry is big enough to support a public relations program covering every field of advertising. Such a program would cost considerable money, but it might be worth it. However, here is an idea for public relations worth a million dollars to the coin industry, AND IT WOULDN'T COST A CENT.

Every city in these United States should form a COIN TABLE. A coin table is a weekly luncheon club, whose membership should be composed of operators, distributors, service men, and manufacturers (if available) and men of other businesses connected with the coin machines. The membership should be open to executives as well as straw bosses and the lowest paid worker in the business. Thus you have a gathering of minds and ideas from the bottom to the top. Once a week, these people would sit down to eat in the best local Eatery, and hash out the problems at hand. These problems might be one of distribution, or competition, or lack of materials, or more than likely, legislative. These problems might even include a cohesive drive toward a community improvement project, thus uniting all coin men as angels for local betterment.

There should be a program chairman to plan each meeting. It will be his job to bring speakers to each affair; the more prominent, the better. These programs can be planned so that they won't cost a cent. To get every member active, the chairman for each meeting is chosen alphabetically from the membership roster. Since the Table has no expenses, because each luncheon meeting is a dutch-treat affair, it isn't necessary to build up a big treasury; and therefore the initiation fees might be set very small. Annual dues would be nil or very slight. If any money is needed for some specific project it could be raised at the time needed among the members on a give-what-you-can basis.

It has been my experience that luncheon clubs create a camaraderie that is not achieved in any other fashion. I can recall an experience when a service man found himself sitting next to the vice president of a large manufacturing firm. The small-salaried worker felt a little nervous in his conversation with the executive at first, but after the cigarets were lit, he mentioned the fact that he was working with the machines the big man's firm was building; and pointed out that if the machines were built slightly different, it would make the serviceman's job a hell-of-a-lot easier. The big man was interested, and out of that grew an improvement on the machines which saved the manufacturer thousands of man-hours, a lot of money, and a sales increase. After that service men liked to work on them.

Another instance, is the case where the speaker for the noon day meeting was a brilliant attorney who was seeking an important office in the coming elections. He wanted to get before as many groups of voters as possible, and was a willing speaker. He had been campaigning on a platform of more taxation on merchandise this group of businessmen were selling, and during the process of breaking bread with the members, he learned a lot of facts he never knew before. His information had always come from what he heard said among politicians, or the stuff he read from ax-grinding newspapers. Before the meeting was over, he had changed his opinions to the extent that he was a militant worker *against* such taxation.

At these luncheons, the membership is in a spirit, playing HOST, and the outsiders they invite to address them have the GUEST feeling. Well, when you invite as a guest an antagonist to your way of thinking, the least an honest guest can do is bend a sympathetic ear. If the guest does not change his mind, the problem has had nevertheless a fair airing. In almost every case however, a great deal of the bitterness on both sides has been dissolved.

By their luncheon invitations to prominent men in all walks of life, Coin Men can improve their relationship with all business in general. It is a public relations program of the highest order, because it puts into practical usage the old proverb, "If you appreciate me, and I appreciate thee, what a happy world this will be." I'd like to see Coin Tables formed in every city. Which town will be the first?

Murdock in L.A.

LOS ANGELES—George Murdock, Rock-Ola factory representative, arrived in the city on November 16th for a family reunion which brought together all of the members of his family for the first time in 7 years. The group attended the football game at the Coliseum on Saturday and Papa George arranged a magnificent champagne dinner for the tribe following the game.

George returned to San Francisco on the 20th.

Opens Disc Store

RALEIGH, N. C.—E. C. and J. F. Qualis are opening a new music supply store in the Piedmont Hotel Building in Burlington, N. C. at an early date. Partners will sell pianos, all types of musical instruments, Victor and Decca records.

* * *

He spends his nights walking the floor with baby . . . to sober her up.

Do You Need Arcade Equipment RAY GUNS or CONSOLES?
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Kansas City

Elmer F. Pierson, president of the Vendo Co., manufacturers of automatic vending machines, was elected president of the Kansas City, Missouri Chamber of Commerce for 1946. Pierson, 49-year-old manufacturer, realtor, mortgage banker, insurance man and lawyer, forecast that the coming year will be one of the most important in history for the Heart of America.

When Pierson took over the Vendo Co. in 1937 there were twelve employees. During the war the company switched to production of radar equipment for the army and navy, and employment, in five production units, totaled 1600 men and women. The company is now re-converting to automatic vending machine production.

Pierson, Kansas City born and educated, enlisted in World War I as a private, and became a second lieutenant and instructor in a machine-gun company. Upon his return to civilian life, he completed a law course, and was admitted to the bar. His facile mind and enthusiasm then led him to form the E. L. Pierson & Co., real estate and mortgage loan business. In 1932 he became president of the Real Estate Board, the youngest man ever named to that office.

The new Chamber president has been active in civic affairs, and is a member of the executive committee of the Associated Industries of Missouri, vice-president of the National Automatic Merchandising Association, a director of the National Association of Manufacturers, a trustee of the Kansas City Art Institute, and a member of the executive board of the Kansas City Philharmonic Orchestra.

At the moment he is vitally interested in two new products being developed by the company, an automatic coin changer, and a steamcooker and sterilizer which is being worked out with the Kansas City Gas Co. Pierson is aiming at production which will keep his payroll at the wartime peak, and is negotiating now for a larger plant. The Vendo Co. will maintain its war-born research and experimental division to develop new products.

The Paramount Music Co. has announced through advertising in local newspapers that it is back in the repair business on all makes of radios and record players. This firm is an extensive coin machine operating company, and also rents automatic machines for private parties. It will handle the new coin machines when available, as well as home record players and phonograph combinations.

About a hundred representatives from five states attended the regional meeting of the National Automatic Merchandising Association at the Hotel Muehlbach recently. The meeting was presided over by Elmer Pierson. Addresses were made by J. Renz Edwards, president of the F. S. Edwards Tobacco Co., and George Seedman, of the Rowe Manufacturing Co.

At the Chicago annual meeting of the National Automatic Merchandising Association which was held in November, Elmer Pierson was elected vice-president, and J. Renz Edwards was named a director on

(See KANSAS CITY, Page 68)

Special Operator Records

CAMDEN—Victor is announcing a new record, especially pressed for coin machine operators, which will have, for the first time, the same hit tune on both "A" and "B" side.

Appearing under a special coin operators label, the duplicate hit tune disc will retail at no increase in regular prices. Titles selected will be pressed in the 10-inch RCA Victor Black Label classification with exception of International series or 10-inch Red Seal bracket which carry a list price of 75 cents.

Victor plans to establish a coin operators' catalogue to list titles pressed under new method. Initial pressings have been selected from standard catalogue hits. List will be supplemented with selections from newer releases of proven popularity, which are judged to have reached the category of standards.

Fifteen established favorites have been chosen to inaugurate this series of coin machine discs. They are: Tommy Dorsey's *Marie* and *Boogie Woogie;* Artie Shaw's *Begin the Beguine* and *Stardust;* Wayne King's *Waltz You Saved for Me* and *Josephine;* Dinah Shore, *Blues in the Night;* Duke Ellington's *Mood Indigo; South* by Moten's Kansas City Orchestra; Glenn Miller's *Moonlight Serenade;* Allan Jones singing *The Donkey Serenade;* Benny Goodman with *King Porter Stomp;* Fats Waller doing *Your Feet's Too Big;* Spike Jones' version of *Cocktails for Two* and *Beer Barrel Polka.*

Manufacturing on the new type disc will start late this year with deliveries scheduled to start in January, according to J. L. Hallstrom, RCA Victor Record Division Merchandise Manager.

Bandmen Build Ballroom

HOLLYWOOD—Frank Sinatra and Harry James, heading a list of other top names in the music business, will build an enormous dine-and-dance spot in Burbank which has been tentatively named "The Palace of the Stars."

Spot will be one of the largest of its kind in the world and will present James and Frankie, plus other big names. It will have four restaurants, four bars, and house a movie theater.

Work will start in a few weeks with June set for opening.

Excelsior Band Booked

LOS ANGELES—The Gerald Wilson band, the local sensation currently featured on Excelsior Records, is zooming into top name brackets and the ork gets its first big theater date at the local Orpheum December 11th, with a return booking already set for January 22nd. Thereafter the Wilson combo will head out for Chicago where they have been set for an engagement at El Grotto.

Unusual angle to band is that the featured gal singer, Melba Listom, plays first trombone! And she plays it great!

Starts Music Route

DETROIT—Warren Dyer has founded the Recorded Music Co. and will operate a string of automatic phonos in northwestern Detroit. Appropriate name reveals the firm's business. Dyer is starting out with 21 machines already on location and expects to gradually expand to 60 machines or more. Dyer is seeking all new locations and not trying to move other operators out. Due to the number of new spots opening, likely due to the return of veterans, Dyer relates it is not difficult to stick to brand new spots in placing machines.

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8 MFD. Cond. (Tub. Can), 450V	$ 1.25	Micro Switches, Any Color	$1.00
8 MFD. Cond. (Tub. Can), 600V	1.75	Micro Pick-Ups (Metal), Mills, Rock-Ola	3.00
16 MFD. Cond. (Tub. Can), 450V	1.75	Micro Pick-Ups (Bakelite)	4.75
16 MFD. Cond. (Tub. Can), 600V	2.50	2 Wire Rubber Covered Zip Cord. Ft.	.02
8 MFD. Cond., 450V	.70	8" P.M. Speakers	4.00
16 MFD. Cond., 450V	.90	10" P.M. Speakers	6.25
20-20 MFD. Cond., 150V	.85	12" P.M. Speakers	8.00
Rock-Ola Motors (Drive)	18.50	Power Transformers, All Models	7.00
Ball Bearings for Wurlitzer Actuating Arms, 24's, Etc.	.75	Electric Soldering Irons	1.50
In Put—Out Put Transformers	2.25	5 Ft Shielded Wire with Posts (Both Ends), Improves Tone of Machine	.25
Volume Control Boxes, Wurlitzer	3.50	23150 Wurlitzer Block Ratchet Trip, 616, 500, 600, Etc.	1.10
Rock-Ola Belts	.60	23152 Catch Ratchet, 616, 500, Etc.	.60
Actuating Arms, All Models, Wurlitzer	3.00	Main Fibre Gears (the Best)	4.25
Front Glass for Wurl. 61 Counter Model	1.35	Star Wheel Pins for Wurlitzer	.20
Front Glass for Wurl. 71 Counter Model	.90	Star Wheels for All Model Wurlitzers	.30
Brake Bands, All Wurlitzer Models	1.00		
Needle Screws for Wurlitzer or Seeburg. Per Doz.	1.50		

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10% DISCOUNT ON ORDERS OF $25.00 OR OVER!

01A	$ .55	2A4G	$1.75	6F8	$ .60	117L7	$1.85	35L6	$1.00	45	$ .80
0Z4	1.10	3Q5	1.60	6G6	.50	117P7	1.85	35Z3	1.30	46-47	1.10
C.E. 23 for Chicken Sams	1.65	5U4	.85	6H6	.65	117Z6	1.60	35Z5	.80	70L7	1.95
		5V4	1.25	6J5	.60	12A8	1.00	50L6	1.10	50	1.00
		5X4	.75	6J7	.75	12K7	1.00	50Y6	1.10	56	.65
1A5	1.25	5Y3	.60	6K7	.85	12SA7	1.15	24	.85	57	.90
1A7	1.60	5Z3	.90	6L6	1.15	12SJ7	.75	26	.75	58	.90
1C5	1.10	5Z4	.90	6Q7	.90	12SK7	.85	27	.55	75	.85
1H4	1.00	6A6	1.35	6SC7	.85	12SQ7	.85	30	1.00	76	.60
1H5	1.30	6A8	1.00	6SK7	.80	12SR7	.70	32	.75	77	.90
1LA6	2.35	6C5	.65	6SQ7	.90	14A7	1.50	33	1.00	78	.90
1LD5	2.00	6C6	.90	6V6	.50	14C7	1.35	38	.60	79	.90
1LE3	1.75	6C8	1.25	6X5	.85	25L6	1.30	39/44	.50	80	.65
1N5	1.60	6D6	.80	7A8	1.30	25Z5	1.00	41	.85	83	1.00
1Q5	1.60	6F5	1.00	70L7, Adpt., Compl.	1.45	25Z6	1.00	43	1.10	83V	.75
2A3	1.60	6F6	1.10			35A5	1.30			2051	1.45

We have many more Tubes too numerous to mention—ready for shipment.
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Astonishing Growth of Record Business Reveals Industry's Important Part

Thanks to *Record Retailing* some mighty interesting figures concerning the birth, growth and development of the record business have recently come to light.

During the first quarter of this century, Americans spent approximately 2 billion dollars on records and phonographs. During most of this time a limited number of record suppliers were in the picture. In 1915-16-17 Victor was the leader and during those years of World War I distributed an annual dividend averaging 60 per cent of its capital stock.

But in the early '20's things began to happen. Scientists of Western Electric developed principles of electrical transcription. This was quickly followed with a vastly improved mechanical phonograph, called the Orthophonic, and capable of properly reproducing the new electrically-made transcriptions. Result was that the middle of the '20's saw the industry production approach 100 million discs.

In 1929 the electric phonograph replaced the mechanical one and that year record sales dropped to about 65 million. Record companies were not particularly disturbed, apparently, for sales continued to drop as radios increased in popularity and in 1932 less than 10 million records were sold.

In 1937 a different picture started to form. The automatic phonograph was sweeping the nation—thousands upon thousands were being placed on locations and every one of them required at least a dozen records. People were becoming record conscious once more for after hearing the discs on the automatic phono they wanted them for re-playing at home. They bought the discs; they bought the phonographs to play them on, and although *Record Retailing* does not ascribe the revival of interest in records and the complete re-birth of the business to the advent of the automatic phonograph, we in this industry know it to be a truth and the record will bear us out.

In 1938 the record firms produced and sold 33 million records. In the next year they sold 50 million records and in 1940 they sold 75 million records. The record business had finally come into its own—thanks to the automatic phonograph and the terrific job it did in publicizing the wares of the platter-makers.

Figures in the following years show a constant and increasing growth. In 1941 there was a total production of 100 million records; in 1942, 127 million discs; in 1943, 139 million platters; in 1944, 148 million biscuits and in 1945 an estimated 156 million records. A terrific increase for 1946 is anticipated with the removal of existing bottlenecks in the manufacturing and distributing fields of the record producing business. In fact, it has been estimated that there will be a demand for 600 million records during 1946.

Current indications are that present plants active in the field, and that includes the almost 100 new platter makers entering the field in the past year, will be unable to produce this anticipated demand unless new pressing equipment and more modern methods are employed.

Majority of the new 1946 automatic phonographs will use 20 and 24 records per loading, and almost every phonograph-radio manufacturer is concentrating on combinations and paying little attention to individual radios. Yes, recorded music is here to stay! Instead of an average of 5,000,000 buyers as in post-war years, the platter makers can look forward to more than 10 million fans buying records, and automatic phonograph operators can look forward to these fans—and millions more—sampling their music on automatic phonographs before they lay out the "long green" for their favorite discs.

Hunter & Patton Sell

DETROIT—Albert Hunter and Pat Patton, who operate under the trade style of Patton & Hunter, have sold out their operation of cigarette vendors to Meyer Saperstein who operates as the Reliable Vending Co. Patton is retaining his Pat's Music Co., operators of automatic phonographs, although he is still in the hospital recuperating from a serious illness. Hunter has announced his intention to join up with another Detroit operating organization in the next couple of weeks.

New Phono Twist

WASHINGTON—Newest twist on automatic music is related in a story going the rounds here. One shrewd, deep-voiced restaurant owner has made a recording of his voice and had it installed as one of the twenty discs on the phonograph in his place. There's no music—just the owner's voice saying: "There, there, everything's going to be all right. Lost your job? Lost your gal? There's plenty of fish in the sea. Get yourself another sandwich."

It works, too. The record is a leading favorite with his more despondent customers. There's no report, though, as to whether the operator pays him any special royalty on the disc, nor any hint of what Petrillo may be thinking of all this.

Hopp Buys Music Route

KEWAUNEE, Wis.—Charles Hopp, of Hopp Sales Co., has purchased the Manitowoc Music & Novelty Co., formerly owned by Israel Axel and Charles Piper. Added to the John Healy phonograph and novelty machine route that Hopp Sales recently acquired, makes the firm one of the largest in the State. Hopp has been active for the past 15 years in Kewaunee and Door Counties.

Challenger
Combining the sturdiness — the glamour — the reliability inherent in good fighters as well as in good equipment, the DuGrenier "Challenger" will soon usher in a new era in Cigarette Merchandising.
YOU MUST SEE DuGRENIER!
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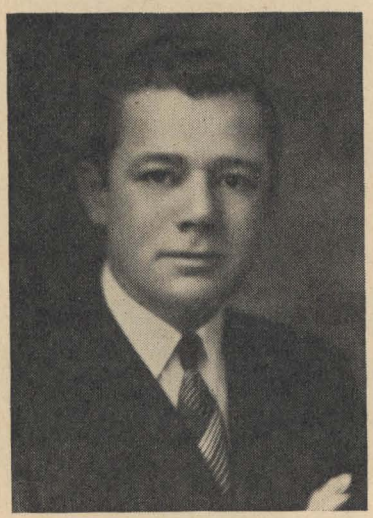


New N.A.M.A. Prexy

R. Z. Greene, Rowe Head, Elected NAMA President

CHICAGO—Robert Z. Greene, President of the Rowe Mfg. Co., Inc., Belleville, N. J., was elected President of the National Automatic Merchandising Association at a meeting of the Board of Directors on Nov. 7th.

Elmer Pierson of the Vendo Co., Kansas City, was named Vice President of the N.A.M.A., and L. D. Chambers, Peerless Weighing and Vending Machine Co., Long Island City, was elected Treasurer. Nathaniel Leverone, retiring President of the N.A.M.A. and head of the Automatic Canteen Co. of America, Chicago, was elected a member of the Board.

Others named to the Board of Directors included R. A. Parina, San Francisco; J. B. Lanagan, Nik-o-Lok Co., Indianapolis; Paul W. Kimball, American Locker Co., Inc., Boston; E. V. Morava, Mills Automatic Merchandising Corp., Long Island City; E. J. Dingley, Unit Vending Corp., Philadelphia; J. Renz Edwards, Cigarette Service Co., Kansas City; Ford S. Mason, Ford Gum and Machine Co., Inc., Lockport, N. Y.; and W. G. FitzGerald, International Ticket Scale Corp., New York.

The new N.A.M.A. President, R. Z. Greene, was one of the original founders of the Association in 1936, and has served as its Vice President since that time. Established to promote the interests of manufacturers, distributors, and operators of vending and service machines, the Association has contributed toward the growth of automatic merchandising into one of the nation's major industries.

For several years, Greene acted as N.A.M.A.'s national councilor to the Cham-

(See R. Z. GREENE, Page 62)

War Baby Brands Out

NEW YORK—With the ending of government contracts, the big five cigarette brands—Lucky Strike, Camel, Chesterfield, Philip Morris and Old Gold—have taken over the columns on the nation's vending machines and the war baby brands which had a brief flourish of acceptance during the months of shortage, are woefully lacking and no complaints from customers.

Some exceptions noted are Rameses of Stephano Bros., Philadelphia, and Chelsea of Larus & Bro., Richmond. Neither of these, strictly speaking, is a war baby. Rameses, in fact, is 50 years old and Chelsea was introduced before the war. But both have been aided by aggressive wartime promotion. Due to acceptance by service people overseas, Chelsea is said now to rank seventh in sales. Raleigh of Brown & Williamson is rated sixth, but is said to have slipped a bit in recent months.

Annual cigarette sales now total about 350 billion units. Of this, all the war babies—other than Rameses and Chelsea—are said to account for less than one billion. Although distributors and jobbers are guessing as to demand for individual brands, Lucky Strike and Camel are now further out front than ever, with Chesterfield, Philip Morris and Old Gold bunched. Accurate determination of consumer brand demand may not come until next spring.

New Type Book Matches

WASHINGTON, D. C.—The patent right on a new type match-book package is listed as available for licensing or sale in the current Official Gazette of the U. S. Patent Office.

Inquiries will be referred to J. B. Lindecker, 1200 Fullerton Ave., Chicago, and the Gazette describes the new package as "Pocket match book folded in such a way as to provide an inside auxiliary cover which acts as a flame guard, part of which serves as a striking surface adjacent to edge of slot which acts as match guide. Extra cover provides against undue moisture due to perspiration. Inventor claims hazard of all matches lighting at once is eliminated."

Cig Smoking Up 50%

WASHINGTON, D. C.—People in the U. S. are smoking 50 per cent more cigarettes than before World War II and show no signs of slowing down, according to a report by the U. S. Department of Agriculture.

In the first 8 months of 1945 civilians used cigarettes at the yearly average of 100 packs for every man, woman and child. That period covered the war's greatest shortage in popular brands.

Since military buying for overseas forces slackened, the department said, cigarette consumption by civilians was at a higher rate than in the first part of the year.

Some Thoughts On Automatic Vending

By NATHANIEL LEVERONE
Past President of N.A.M.A.

The fallacy that this is a machine age in which all retail selling will eventually be done automatically, is one which must be dispelled if the automatic merchandising business is to be successful. Automatic merchandising must be established as an adjunct to, or an extension of, the retailing function. It obviously cannot replace the personal service essential to the sale of many commodities, and in any case it cannot operate economically for a location in which the volume of business and available space is sufficient to require manual service.

In many instances vending machines may serve as sales auxiliaries in retail locations. This applies particularly to one-cent sales. It is not profitable for a busy clerk in a retail store to take his time and effort to make a penny sale, when a vending machine can do the job efficiently and still return a profit to the store.

But the greatest service the vending machine can perform—its real economic justification—lies in making its product available to locations which would be inaccessible to other methods of retail distribution. Consider the case of an establishment employing twenty-five men. Would it be possible or advisable to maintain a candy counter, or to keep a pushcart peddler on the premises all day long for the sake of selling five or six candy bars to these employees? Certainly not, and yet an efficient candy vending machine can be placed in this location to give the employee what he wants, when he wants it, and still return a small profit to its operator.

Once having the function of automatic merchandising clearly in mind, one must consider the actual problems involved in operating a business of this nature. While the business may seem inviting to the inexperienced, it never proves to be a bed of roses for newcomers. I personally would not go through the headaches and anxieties of my years in the business again for any reward imaginable. We have no economic advantage in this field; far from it. In automatic merchandising you must measure your costs of doing business with a slide rule, and govern them implacably. Add up cost of product, service, commission to location, sales tax, maintenance and repair, depreciation and obsolescence, cost of securing locations, insurance, overhead, slug losses and merchandise spoilage,

(See SOME THOUGHTS, Page 62)

Rowe LEADS AGAIN—

in stimulating sound American economic progress

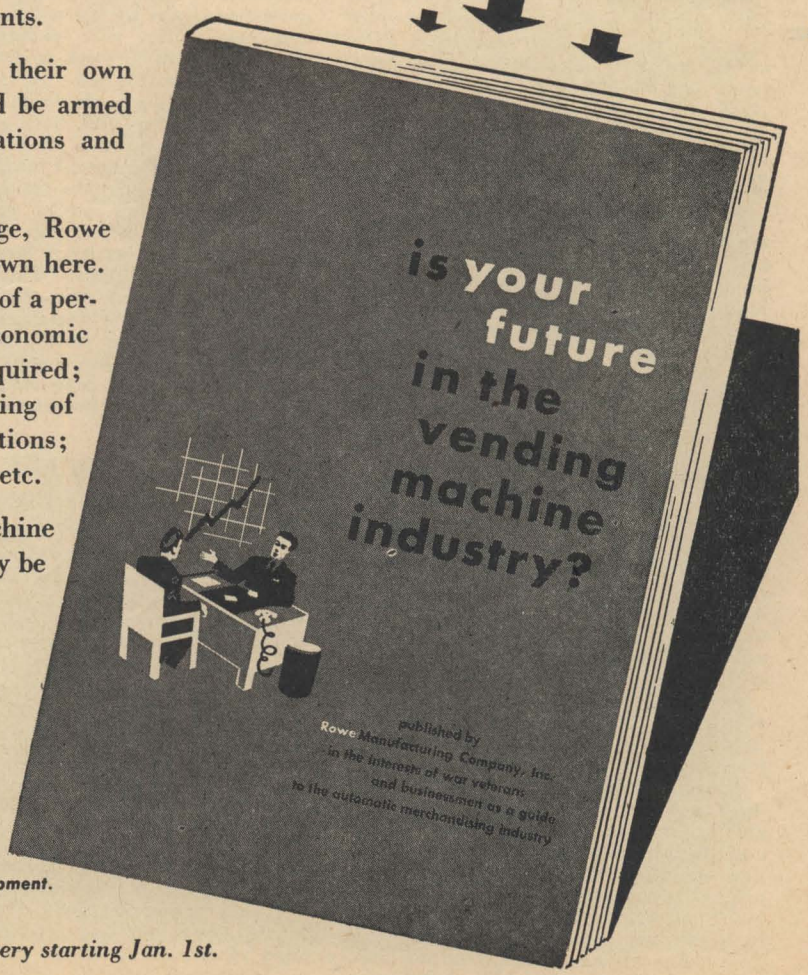
As the leading member of an important industry, Rowe leads again in assuming a new responsibility—the responsibilty of presenting to the nation a sound, realistic and clear understanding of the opportunities—and successful methods of operation—in the business of Automatic Merchandising.

That this is one of America's fastest growing industries with tremendous future possibilities is undeniable. And many enterprising war veterans, former war-workers, business men and others are looking into its future. These men want facts that tell them how to operate profitably—facts which eliminate "get-rich-quick" ideas and prevent unwise investments.

Rowe believes that these newcomers, for their own protection and that of the industry, should be armed with complete knowledge of the qualifications and procedures involved.

To help provide them with that knowledge, Rowe has prepared and published the booklet shown here. Written in conversational style, in the form of a personal interview, the booklet discusses the economic needs served by the industry; capital required; amount of profit; getting started; purchasing of equipment; obtaining and retaining locations; servicing and bookkeeping problems, etc., etc.

Here is a guide, a textbook, on vending machine operation. A complimentary copy will gladly be sent to you upon request.


is your future in the vending machine industry?
published by
Rowe Manufacturing Company, Inc.
in the interests of war veterans
and businessmen as a guide
to the automatic merchandising industry

COIN MACHINE REVIEW
61
FOR DECEMBER 1945

Rowe MANUFACTURING CO., INC.
BELLEVILLE, N. J.
World's Leading Manufacturer of Automatic Merchandising Equipment.

The new ROWE CRUSADER will be ready for delivery starting Jan. 1st.

The New home of Al Price and his operations

Price Expands Operation

ST. LOUIS, MO.—Along with many other outstanding and progressive organizations throughout the country, the Al Price Tobacco Co., of this city, has set its post-war plans in operation by breaking ground for its new ultra-modern building.

Al Price, who heads the firm bearing his name, announced from the company's present headquarters at 6388 Delmar Avenue, that when completed, the new building will contain every modern facility to speed service to his many customers throughout the Greater St. Louis area. In addition, Price stated, the new establishment will contain four separate show-rooms in which will be displayed tobaccos, candies, cigars, smoking accessories and sundry items in elaborate fashion.

"For our cigarette vending machine operation," Price said, "an up-to-date repair shop will be installed, and the new building is being so constructed as to hold its many service trucks within its walls." An elaborate conveyer system will be installed to facilitate the handling of incoming and outgoing shipments of its many products.

The future plans of the company call for complete coverage of St. Louis and St. Louis county and several new salesmen are being added to its staff. Finally, Price stated, he contemplated taking on additional lines of merchandise to augment its present lines.

Rowe Issues Book For Veterans

BELLEVILLE, N. J.—In response to increasing queries from veterans, the vending machine industry's first guidebook has been published by the Rowe Mfg. Co., Inc., leading producer of automatic cigarette merchandising equipment. The twenty-page booklet, titled "Is Your Future In The Vending Machine Industry?," outlines for the veteran and other interested investors basic facts about conducting a successful automatic merchandising business.

Written in the style of a typical conversation between a returning war veteran and automatic merchandising executives, the booklet is based on the combined experience of Rowe and other outstanding operators of vending machines. Distribution is being made to occupational counselors of veterans' groups, Chambers of Commerce, Better Business Bureaus, and local, state and national government agencies.

Describing the automatic merchandising of goods and services as "one of America's fastest growing industries," R. Z. Greene, president of Rowe, declares in a foreword:

"During the past twenty years, automatic merchandising has grown from small beginnings into an industry which now is an essential part of our American way of life. Because of its possibilities, many enterprising businessmen are looking into the future of automatic merchandising. . . . By presenting the basic facts concerning the vending machine industry in this booklet. we hope to make this information available now to larger numbers, particularly returning war veterans who want a business of their own."

Emphasizing the risks and sacrifices inherent in all business ventures, the Rowe booklet adds, "A man who has the drive, who isn't afraid of work, who likes to meet with people and who has plenty of common sense and foresight stands a very good chance of succeeding in the vending machine industry."

Capital requirements, profit possibilities, methods of entering the business, purchasing of vending machine equipment and merchandise, obtaining and retaining locations, and servicing and bookkeeping problems are discussed.

The vending machine is described as a more efficient method of selling standard brand articles in crowded places where customers demand quick service. It also serves to provide additional outlets in places where it wouldn't be profitable or practical to operate a retail store, such as factories, theatres, hospitals and office buildings.

Despite shortages of equipment and merchandise, the war is credited with having made the public more vending machine conscious. "Many people who lived in small towns," the booklet points out, "made their first contact with vending machines when they went to work in factories and shipyards. For the sake of convenience, machines have been placed in every kind of army and navy post, navy yards, shipbuilding yards, defense plants and many other types of war installations."

Foreseeing an unlimited future for vending machines, the booklet pictures the newcomer to the industry as standing "on the threshold of exciting events in the field of merchandising." The prediction is made that in the next five years, the growth of automatic merchandising will be more rapid than in the past twenty years. Machines selling complete lines of dehydrated foods and completely automatic supermarkets and service stations are visualized.

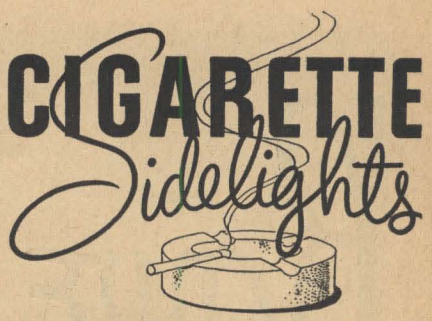
R. Z. GREENE

(Continued from Page 60)

ber of Commerce of the United States. He also assisted the War Production Board as a member of its Merchandise Vending Machine Industry Advisory Committee.

Entering the vending machine business in its pioneer phase in 1927, Greene became associated with William H. Rowe, inventor of the cigarette vending machine. Together they organized the Rowe Manufacturing Co. and the Rowe Cigarette Service Co. which today are among the world's leading producers and operators of cigarette vending machines.

Although automatic merchandising was still in the formative stage when Greene began his career in that industry he foresaw tremendous possibilities for its expansion on a nationwide scale. His active influence has been largely responsible for the rapid progress of automatic merchandising in the cigarette field.



The cigarette shortage is really over! Retailers who sold roll-your-own cigarette machines for $1.49 are now offering them for 9 cents each.

The same isn't true, however, in Europe, where the height of something or other in GI black marketeering of cigarettes, candy and other PX items by our occupational forces in Germany appears to be demonstrated by a letter from an honest American soldier with a conscience. He can't seem to make up his mind, though, whether his honesty and conscience are evidences of a soft heart—or a soft head. Anyway, here is an excerpt from his letter:

"I'll not have a stake when I come home, but I can look at every dime I do have, and know it's an honest dime. Some of the boys have piled up $20,000 or $30,000. But I can't do it. I used to hate the "krauts" and suppose I still do, but I can't go out and sell a nickel bar of candy to a person that's starving for five or ten dollars. Cigarettes are $15 a pack, and it's mostly women who buy them and trade them for food.

"Just the other day I watched one of the 'operators' (black market) refuse to sell a piece of candy to an old woman for 27 marks ($2.72)—all she had. So, I goes up and pushes the guy around a little and give her a couple of bars of candy, and went down the road feeling mighty proud of me. Then I got to looking around and saw dozens more like her, and figured she'll be hungry again tomorrow. So what did I accomplish?—not a thing. Maybe the next woman had a lot of money and was hungrier than the first one. So, maybe I was out $15, and the hungriest woman didn't have the candy."

SOME THOUGHTS

(Continued from Page 60)

and see what you have left.

Our problem is the same as that of the retail merchant. A substantial majority of those who go into retail business fail within a period of two years. The mortality in one field of automatic merchandising has been even higher. The only ones to succeed are those who apply sound business principles to their work.

Let's set up some standards for this business. Let's do away with the cartoonist's conception of a disgruntled customer pounding on a vending machine which has stolen his coin. Let's offer the customer full weight, quality merchandise, and render frequent, competent service to our equipment.

Automatic merchandising is a business which offers only a small margin of profit to the operator. It is a business of detail and hard work. Success is to be achieved only through careful, competent management. If, and only if, everyone in the industry is willing to set up high standards and follow them religiously, automatic merchandising faces a reputable and an attractive future.

* * *

"Say, Dad, what's a liberal?"

"It's a politician, my boy, who is awfully liberal with other people's money.'"

SCOOP!

NEW U-NEED-A "MONARCH" DESIGNED BY NORMAN BEL GEDDES

UNION CITY, N. J., Nov 10. —Jim Evans, Chief Engineer of U-Need-A Vendors, Inc., announces today that the design of the cabinet for the new U-Need-A "Monarch," currently on the production line, is getting its finishing touches from Norman Bel Geddes, leading contemporary industrial designer.

"Everyone is acquainted with the activities of Mr. Geddes—with the fact that he sets the pace in modern industrial design," states Evans. "We were fortunate in obtaining his services; and the style he has developed for the new U-Need-A 'Monarch' is the most OUTSTANDING ever presented to the cigarette vending machine industry."

The new U-Need-A plant in Garwood, N. J., is running on a double-time schedule to assure the operators fast delivery of U-Need-A merchandisers. The engineering department has also simplified the U-Need-A mechanism to give the operator a foolproof, compact, easily-serviced machine. In addition, they have increased the capacity of the 8-column model to 480 packs and the 10-column to 600 packs, without increasing the size of the machine—a most important engineering feat that will reduce servicing costs drastically.

U-NEED-A VENDORS, INC.

Manufacturers of Merchandising Machines

2715 SUMMIT AVENUE · UNION CITY, N. J.

We Are Accepting Application for Exclusive City, County and State Franchises for the Operation of Our New Eight-Column, 5c Biscuit Vendor Dispensing

"NIKS"

Sunshine Biscuits

A Product of
LOOSE-WILES BISCUIT COMPANY

Here is the greatest operating opportunity ever offered — an EXCLUSIVE deal in your city or county or state for the distribution of Sunshine Biscuits Packaged "Niks" through our new eight-column 5c Biscuit Vendor.

The "Niks" Vending Machine is in production now by one of the country's foremost manufacturers of vending equipment; and, deliveries will be made on or about January 1.

This is not a new type of operation—the war merely interrupted its becoming the biggest thing in history! These machines have been in operation for five years in many of New York's manufacturing plants, department stores, banks, schools, colleges, large offices, etc., and are as good as new today. The average sales far exceed those of cigarette or candy machines and the net profit is much greater!

Sunshine Biscuits "Niks" are available to the operator at the lowest prices paid by the country's largest grocery chain. You don't have to carry stock because it is available to you from the nearest of the Loose-Wiles Distributing Centers throughout the country.

Don't wait—fill out the attached coupon and mail today! Only new applications will be considered. Those who had applied in 1941 must apply again to receive consideration.

APPLICATION BLANK

STATLER DISTRIBUTORS, INC.
2112 Broadway, New York 23, N. Y.

Gentlemen,
Please accept my application for the following territory:

Name _____
Address _____ State _____
City _____ Signed _____

STATLER DISTRIBUTORS, INC.

Exclusive National Distributors of Loose-Wiles Biscuits ("Niks") to the Coin Machine Trade

2112 Broadway New York 23, N.Y.

N.A.M.A. Seattle Meet

SEATTLE, Wash.—To combat unfair legislation; to organize, assist and encourage regional meetings of members; to solve local problems; to assure a spiritual partnership among the members of the industry; to continuously nourish and strengthen the membership both individually and collectively; to bring all members up-to-date as to what is transpiring in every respect affecting their business, disseminate information, and keep the members on their toes at all times . . .

These were the aims set forth by the National Automatic Merchandising Association at its October 19th regional meeting.

Thirty two members and their guests attended. Tom Vaughn, assistant to C. S. Darling, association secretary, conducted the conclave; R. L. Strain, vice-president of the American Locker Co. and Public Relations Chairman of N.A.M.A., occupied the speaker's dais. Dan Bracken, manager of Sterling Tobacco Co., was appointed temporary chairman of Region 12.

Organized in 1935, the N.A.M.A.'s primary purpose was to prevent excessive taxation from dealing a death blow to merchandising operations. Since then, the policy has been one of ever-increasing expansion.

"Public relations of a company, of an association, of an industry starts first at home," Strain told the gathering. "More than one outstanding trade association which has been successful in promoting good public relations for and in their industries, reveals that publicity and advertising are, at most, only about 25% of their entire public relations program. The real job, so they contend, consists of continuous educational enlightenment and intelligent leadership within their own industries—from the grass roots to the top.

"In effect, we must first look toward placing our own industry's house in order before launching upon a broad outside public relations program."

Bumper Fla. Sugar Crop

CLEWISTON, Fla.—The rich Everglades cane lands promise one of the largest sugar crops during recent years, with indications that the bumper Florida harvest would provide a one-month supply for every person in the United States, according to reports.

Such a crop will help the sugar picture tremendously and hasten increased quotas for candy manufacturers in the first quarter for 1946.

Operators Use Hard Candy

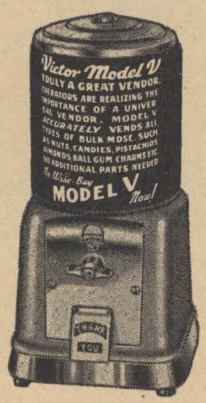
MILWAUKEE—Candy vending machine operators are experiencing good business on the use of packaged hard candy in candy vendors. Operators turned to the packaged hard stuff when candy bars continued to remain on the scarce side. Reception has been particularly encouraging and the final result may be the reservation of one or more columns for packaged hard candy when bars are again plentiful.

THE BIG TWO
OF THE CANDY BAR WORLD

SCHUTTER CANDY COMPANY, CHICAGO
Factory: Chicago, Illinois . . . General Offices: St. Louis 3, Mo.

CLEAN MACHINES
Pan's
HARD SHELL CANDIES
A Winning Combination!
•
Pan Confections
345 West Erie Street, Chicago 10, Illinois

Victor's MODEL V


Victor Model V
TRULY A GREAT VENDOR
OPERATORS ARE REALIZING THE IMPORTANCE OF A UNIVERSAL VENDOR. MODEL V ACCURATELY VENDS ALL TYPES OF BULK MDSE. SUCH AS NUTS, CANDIES, PISTACHIOS ALMONDS BALL GUM CHARMS ETC NO ADDITIONAL PARTS NEEDED
MODEL V

The Famous

PRE-WAR VENDOR

During the long, hard years of emergency this vendor earned new laurels for stability and the ease of adjusting for any available confections.

●

The New Post-War Model V, vastly improved and 7 lbs. lighter, is universal and vends all kinds of bulk merchandise, including Ball-Gum. NO ADDITIONAL PARTS NECESSARY.

●

Model V capacity: 5 to 6 lbs. of bulk merchandise or 1000 to 1,200 balls of gum. Vends 1/2", 5/8" and 3/4" ball-gum.

MODEL V

$11.00

F.O.B. LOS ANGELES

West Coast Distributor

RELIABLE NUT CO.

5721 W. JEFFERSON BLVD.
LOS ANGELES 16, CALIF.

National Buys Neptune

WASHINGTON, D. C.—According to announcement made by Samuel F. Roth, President, National Distributors, Inc. has bought the vending machine operation of Neptune Vending Co. of Washington, from Milton Katz, former owner.

The transaction includes all of the candy, NAB, Peanut and other vending machine equipment formerly operated by Neptune, together with all location contracts. Also included are the trucks, merchandise and other miscellaneous items formerly owned by Neptune.

National Distributors, Inc. has acquired the Neptune name, but has not yet decided whether or not the operation will continue under that name.

National Distributors, Inc. has been for several years one of the outstanding merchandise vending machine operators in the District of Columbia and vicinity. Through their subsidiary company, National Enterprises, Inc., they also have an extensive operation in Virginia with offices at Norfolk.

Roth has stated that his organization has plans for extensive expansion in the vending field for the post war period. Plans are now under way for the erection of a modern, air-conditioned warehouse and office which, when completed, will provide considerably enlarged quarters and will enable the organization to render service of greater efficiency.

It has been the policy of National Distributors, Inc., to concentrate on merchandise vending and particular emphasis has been placed on offering to the prospective purchaser items of nationally known quality and value.

National Distributors, Inc. is a member of the National Automatic Merchandising Association and Roth is a Director of the Regional Maryland-District of Columbia Division of that organization.

Ice Removes Gum

PHILADELPHIA—Sam Lerner, vending machine operator in these parts, has hit upon a new and easy way to remove hardened chewing gum from vending devices. Sam rubs some ice against the hardened gum and eventually the gum will come off without scraping. Ice hardens the gum even more and it slips off easily. Ice is cheap and a small amount carried along on your route once a week can clean up your entire list of machines.

In addition, Lerner has made some fast friends of location owners by passing the hint on to them so they can use ice in removing gum from the undersides of chairs and tables and from the walls of their locations.

W. R. Greiner, Sales Manager of The Northwestern Corp., Morris, Illinois, puzzles over the possibility of stretching one Model 33—the first to come off the production line —over orders for some 20,000 of these machines now on priority.

Wrigley Profits Revealed

CHICAGO—William Wrigley Jr. Co., and its wholly-owned subsidiaries reported net profit of $1,426,131 for the quarter ended September 30. Figures include $465,000 federal tax credit. Net for the same period of 1944, including a $60,530 reserve for contingencies, was reported at $1,568,508.

* * *

We can say this much for post-war Germany—the first 20 years will probably be the hardest.

Northwestern

. . . THE NAME THAT MEANS THE BEST IN BULK VENDING

Veteran operators---men who know the business and know machines---have long looked to Northwestern for the best in bulk vending---a choice that has proved itself hundreds of times over under the stress of wartime operating conditions. When vending machines again become available, follow the advice of leaders in the field ---make sure of your investment with Northwesterns.

Write for our free publication The Northwesterner

THE NORTHWESTERN CORPORATION
3 EAST ARMSTRONG STREET, MORRIS, ILLINOIS

ABSENCE MAKES THE HEART GROW FONDER

but for a limited time only. Operators have been without new NORTHWESTERN VENDORS for a long time. New machines are on the way, but it takes time to step up quantity production. However, the factory is going full blast and before very long we'll be making quantity deliveries on the

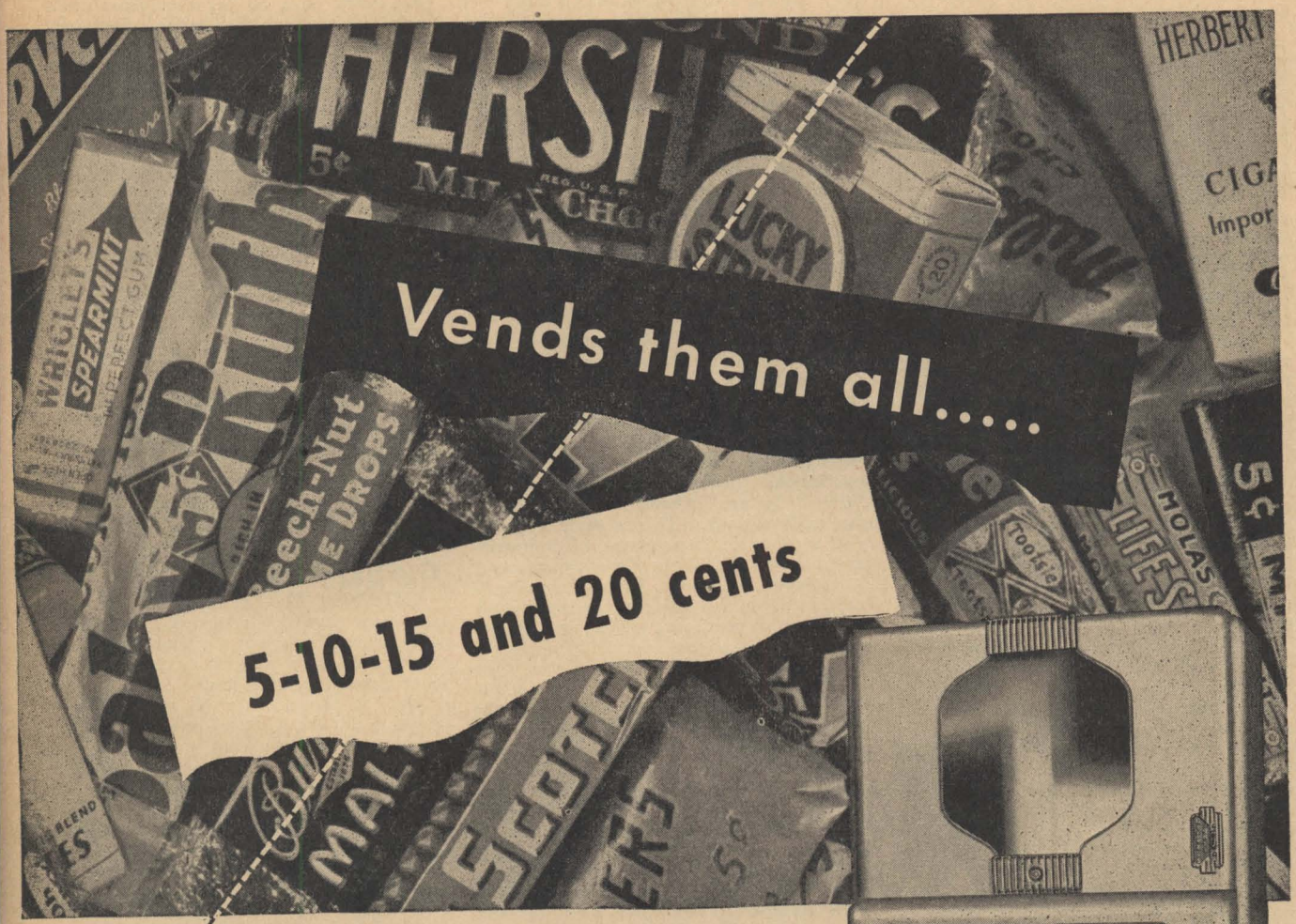
NORTHWESTERN DE LUXE

The World's Finest Bulk Vendor

and other new and improved vending devices. Candy, charms and salted peanuts now available in quantity lots. Keep in touch with VIKING.

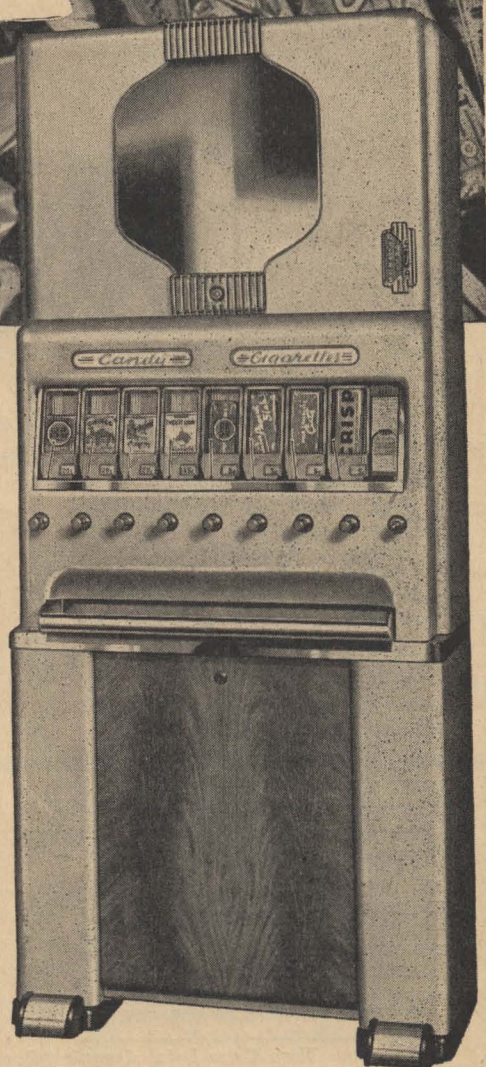
VIKING SPECIALTY COMPANY

530 Golden Gate Ave., San Francisco 2, Calif.



Univendor

ASSORTED MERCHANDISE VENDOR



Yes, UNIVENDOR vends candy, cigarettes, gum, mints, cough drops, packaged peanuts and a wide variety of other items . . . at prices ranging from 5c to 20c. A simple adjustment sets the columns for the items most popular at different locations.

Think how this one exclusive UNIVENDOR feature alone stimulates sales and speeds turnover. Yet it's just one of the many advantages UNIVENDOR operators enjoy. In addition there are the long life and consistent trouble-free performance of these fine machines . . . the superior construction . . . and distinctive beauty of design.

So watch for the new UNIVENDORS. They will have the same fine materials and workmanship that distinguished the prewar machines —plus important improvements.

Keep your eye on UNIVENDOR

STONER MFG. CORP. AURORA, ILL.

KANSAS CITY

(Continued from Page 58)

the board.

Kenneth D. Halleck of Washington, D. C., has been made a member of the directorate of the Aireon Manufacturing Corp., and administrative assistant to A. E. Weick, executive vice-president, it has been announced by Randolph C. Walker, president. Halleck has been employed by the company as sales representative in Washington for the past two years; and prior to that represented Aireon at Philadelphia and Dayton, Ohio in connection with army contracts. Before joining Aireon he was with the procurement section of the signal corps at Wright Field, Dayton. He is a veteran of both world wars.

Aireon Manufacturing Corp. turned out nearly 106 million dollars worth of electronic and hydraulic equipment during the recent war, and has now reconverted to peacetime production with a minimum of difficulty. The report recently made to the stockholders by Randolph C. Walker showed that the company had added five new subsidiaries since the close of its fiscal year April 30th, the assets of which total about one million dollars. The recent acquisition of Lewis Electronics Inc., of Los Gatos, Calif., manufacturer of transmitting and industrial tubes, was made known.

Capital and assets of the company are up, although net income is down due to diminishing war contracts. Preparing to expand operations in the communications and hydraulic fields, Aireon increased its capital account through the sale of 150,000 shares of preferred stock, which added $1,450,000 in working capital. Bank loans were increased one million dollars during the fiscal year ending April 30, 1945. Because of reduced army requirements, sales in the fiscal year declined $6,316,217 to $32,002,613. Net income after all charges was $750,553, equal to $1.03 a share on the 714,919 shares of common, compared with $1,064,041, or $1.49 a share the previous year.

The first quarter of the current fiscal year showed a net profit of $44,550. This is an unaudited figure. Unfilled Government orders on July 31 were about $12,700,000, and during August cancellations aggregated $8,900,000.

Work is going forward on $1,125,000 worth of radar contracts for the navy, and Aireon is currently producing hydraulic units for commercial air lines. The company is also continuing development work on communications systems and commercial automatic phonographs.

Kansas City vending machine manufacturers and operators will share in the 1945 high levels of business expected to be maintained in Kansas City during the new year, according to Dr. Leonard Spangenberg who addressed 150 businessmen and investors at the annual Babson business conference here November 1st. Dr. Spangenberg is vice-president of the Babson organization. "Few localities in the United States," he said, "have such a generally favorable outlook. This is at least partly due to the rich assortment of industries and pursuits within the Kansas City area."

Business in Kansas City is running 8 percent above the figure at the corresponding time a year ago, while most major cities have reported sharp declines. A further advantage is the fact that "the cost of living has been kept exactly at the national average in Kansas City during the last year, instead of surging menacingly upward as it has in many of the other important industrial cities." As a final word of advice to businessmen and manufacturers, Dr. Spangenberg said: "In peace time, the keynote of your success must be service and quality. Competition will come back with a rush as soon as the first great demand is satisfied, so combine output with service, quality with quantity, and big profits will result."

Dev Thatcher

THE PRICE CUTTER

My Friend, never speak unkindly of price-cutters, never knock them. Because God made them the same as He made crabs, hornets, lizards, roaches, ants, lice, centipedes, fleas, bugs, wasps, snakes, skunks and other unpleasant things. In His inscrutable wisdom, He made them. Why He made them, only He knows. Some day He may enlighten us—but up to now, I'll be damned if I understand.

Commissions Can Make Or Break Profits

In establishing a route of bulk vendors after the proper selection of machines has been made and the suppliers you will patronize, the next step is get your locations and determine the commission you will, or can, pay your locations in return for installation rights, and still make money.

Recently *The Northwesterner* had this to say in regard to proper commissions on bulk vendors:

"While this is a matter of the operator's own choosing, it should be given careful consideration, as it has quite a bearing on the profits from his business. Many operators work on a 50 per cent gross profit basis. This means that half of the money the machine takes in is used to cover overhead expense, depreciation and net profit to the operator. The remaining half is divided between merchandise costs and commission to the location owner. With this plan, the location owner receives 25 per cent of the total amount the machine takes in.

"The most popular method of distributing the profit is to pay the location owner 20 per cent commission, figuring 20 per cent for merchandise costs, which leaves an extra 10 per cent or a total of 60 per cent, for operating costs and profit to the operator.

"Under no circumstances should you pay over 25 per cent commission. There have been times when operators have used the lure of an extra 5 or 10 per cent commission to beat out competition in certain locations, but it just can't be done and operate at a profit. Locations are pretty well schooled on the fact that 20 per cent is a very fair return for the amount of space used."

Curtiss Using Vets

CHICAGO, Ill.—Curtiss Candy Co. has put more than 300 returned service men and women back into civilian jobs in its offices, sales force and plants, according to Otto Schnering, president.

Out of the number of veterans now working in the Curtiss organization, approximately 75 per cent were employees of the company before going into the service. However, Schnering stressed that the company's re-employment program has not been for former employees alone, but is equally for other service men and women wanting peacetime opportunities in the candy business.

Curtiss, which at one time had 1,120 employees in the service, and still has 1,085, put its re-employment program into motion about the time the first Curtiss workers donned the uniform of Uncle Sam.

As each former employee returns from military service, he gets an opportunity to see and talk to his former fellow workers and meet with the veteran's sponsor in his old department before he discusses details of going back to work with interviewers in the personnel department.

After a veteran, old employee or new, is placed in his job, he is given all the advice he needs on benefits that have accrued to him from military service, on benefits the company offers, and on any personal problems he may have. There is also a veteran's counsellor in his department, who is himself a veteran of World War One, to keep a friendly eye on him and extend a helping hand as he adjusts himself again to civilian life and work.

Million $ Biz. On $40

CHICAGO—The October 21st issue of The Tribune carried an interesting item on the growth of a million dollar a year candy business from an investment of $40. Said the article:

"With a borrowed capital of $40 and the use of the family cook stove John Horne in 1933 started a candy making venture which has developed into a million dollar a year business, his sister Mary said today. She has conducted the business for the last three years while Horne was in the navy.

"He will be discharged this week with the rank of lieutenant commander and will supervise the erection of a $100,000 new plant."

TUBULAR COIN WRAPPERS

FOR IMMEDIATE DELIVERY! ORDERS FILLED IN ROTATION ONLY!

PACKING

50c PENNIES .....19 M to Case
$2.00 NICKELS .....17 M to Case
$5.00 DIMES .....20 M to Case
$10.00 QUARTERS .....15 M to Case

ORDER IN QUANTITIES CONFORMING TO ABOVE PACKING IF POSSIBLE.

PRICES

Case Lots Shipped. One Denomination To Case.

1 CASE.....65c per M
3 CASES.....60c per M
6 CASES.....53c per M
15 CASES.....50c per M

Less Than Case Lots. Assorted Denominations, 70c Per M.

PROJECTION LAMPS FOR PANORAMS, 200 HOUR, 750 WATT, Each.....$3.75
REBUILT RECTIFIERS—WHILE THEY LAST, Each..... 1.50

BLOCK MARBLE CO.

1527 FAIRMOUNT AVE. PHILADELPHIA 30, PA.

Get it from BLOCK—They have it in stock!

What's Going on in the UNITED STATES

Boston

The large demand for machines continues. Reconversion has upset the apple-cart as far as coin machine business is concerned. Conditions are expected to right themselves in due time, however, when the labor situation is settled. Due to the shortage of cabinets for pin games and that of castings for slot machines, coin vending devices are not being made as rapidly as desired.

F. W. King, Boston representative of Automatic Coin Machine Co., whose main office is in Springfield, Mass., recently decided to go into business for himself and bought out the Boston branch. He is president and manager and Charlie De Sabatino is treasurer of the new company, the King Dist. Corp.

The name of Vendomatic, Benjamin Ross, proprietor, has been changed to the Ross Dist. Co. Ross has opened a place of business after being closed two years. He had his machines in storage and was operating, but did no buying nor selling.

The Apex Coin Machine Co. is getting everything in readiness for the advent of the new machines.

With murals by Chiamonte, well known artist, as a feature of the decor, the Mardi Gras, as gay and festive as the name implies, just established by Mike Bond and Charlie Wertheimer, is the "most modern arcade in America." Located in the busiest section of downtown Boston, in a strategic position between two theatres, the RKO Keith Memorial and the Normandie, this Modernistic Mardi Gras is the last word in arcades.

With lighting by cold cathode, the brilliance of the place and all kinds of coin machines are among the allurements and successful allurements, too. Columns of flexiglass are part of the general glamor. The walls and ceiling are of acoustical plaster while the floor is of terrazzo. There is plenty of space, with a length of 150 feet and a width of 34 feet. Another favorable fact is that the Mardi Gras is air-conditioned.

No price is less than a nickel, with pictures at 4 poses for a quarter. Additional booths for pictures are being installed. Many customers play the machines daily, with especially large throngs Saturdays and Sundays.

Mike Bond, one of the owners, has been in the industry about 25 years and operates the Bond Coin Machine Co.

Charlie Wertheimer has been in the business approximately 30 years. He conducts two additional arcades.

The Associated Amusements has just added two more men to the service department. Ed Ravreby, of that concern, has just returned from Chicago, where he visited many leading coin machine manufacturers. The first and foremost announcement is that he is now representing the Mills Novelty Co., featuring Black Cherry Bell, the first post-war machine of that company. Others will follow in due time.

Associated Amusements reports a "thriving business, reaching out to all parts of this universe." The company is now filling orders from Puerto Rico, Alaska, and all parts of Canada, as well as from Coast to Coast. Currently, business has been very brisk in the New England area, with shipments going out to all New England States.

C. Frederic Wellington

Baltimore

The General Vending Service recently held an important conference which was attended by more than 100 operators in this area. They were given a word picture and an outline of the highlight features of a new phonograph.

General Vending Service, headed by Irvin Blumenfeld, Harry Hoffman and George Goldman, has been named distributor in this market for O. D. Jennings' dairy vending machine and soft-drink dispensing machine. They will soon receive the first shipment of Gottlieb's *Stage Door Canteen.*

Arthur O'Mealia and Sol Silverstein, both executives of Hub Enterprises plan to contact coin machine manufacturers soon. Aaron Goldsmith, the other partner at Hub Enterprises will be at home to greet operators who will be in to view new machines.

Mrs. Marie Hammen, bookkeeper at Hub Enterprises is expected back at her desk this coming week after an absence of 5 weeks spent at a local hospital.

A disastrous fire has destroyed the Charles Bowling Alley. Loss was complete and is estimated at $400,000. The owners plan to rebuild, as soon as possible, according to Sol Schecter, manager.

The bowling alley had around 30 pin balls and other coin machines, as well as soft drink dispensers. It was one of the worst disasters of its kind in the city. Charles Bowling Center was rated as the fourth largest and most elaborate in the country.

Ernest Waldrop, for many years connected with Hub Enterprises, Inc., has resigned his position as secretary and has formed the Waldrop Dist. Co. on North Charles St.

With formation of his own distributing company, Waldrop, announces assumption of distributorship for Maryland and Wilmington, of the Genco Co. coin machines. They recently received a substantial shipment of Genco's new *Total Roll.*

Sol Silverstein, who with Aaron Crystal, operated the Senator Coin Machine Co., have split up the partnership, with Crystal, retiring from business. Silverstein is associated with Senator Record and Appliance Co.

Senator Coin Machine Co. operates the

TURN PAGE

TUBES for the Coin Machine Trade

1BP4	$1.04	6F6	$ .88	7A7	$1.04
1LB4	1.88	6F8G	1.04	7B6	1.04
1LH4	1.88	6H6	.88	7B8	1.04
1LN5	1.88	6J5/GT	.72	7E7	1.28
1N5/GT	1.04	6J7G	.88	7J7	1.56
1S4	1.28	6J7/GT	.88	12C8	1.56
1S5	1.28	6K7G	.88	12J5/GT	.80
1T4	1.28	6K8/GT	1.04	12K7/GT	.80
1T5/GT	1.28	6L6	1.56	12SJ7	.88
2A3	1.56	6L6GA	1.56	12SQ7/GT	.88
2A4G	1.88	6L7	1.28	31	.80
5T4	1.56	6N7	1.28	38	.88
5U4G	.80	6Q7	1.04	39/44	.80
5V4G	1.28	6R7	1.28	41	.68
5W4	.88	6SA7/GT	.88	42	.68
5Y3G	.56	6SC7	1.04	43	.88
5Y3/GT	.56	6SJ7	.88	57	.72
5Z3	.88	6SK7/GT	.88	59	1.28
5Z4	1.04	6SQ7/GT	.88	76	.72
6B4G	1.56	6U5/6G5	1.04	79	1.28
6C5/GT	.80	6V6/GT	.88	80	.56
6C6	.80	6X5	1.28	117N7/GT	1.88
6D6	.80	6X5/GT	.80	2051	1.84

TERMS: 1/3 DEPOSIT ON ALL C. O. D. ORDERS

ALLIED ELECTRONICS COMPANY
67 WEST 44th STREET Phone: Murray Hill 2-0755 NEW YORK 18, N. Y.

GAMES, CONSOLE SLOT & VEST POCKET
REPAIRING and REFINISHING
All work guaranteed
Bring 'Em In!
— SEE —
PAUL A. LAYMON
DISTRIBUTOR
1503 West Pico Los Angeles 15

Brand New ETCHED REWARD PLATES for Mills Chromes, 2/5 or 3/5, $2.95 Ea.	SELECTOR STAR WHEELS for Wurlitzer Phonographs, 29c Ea.	MEDIUM IDLER GEARS for MILLS CLOCKS, $1.50	MAIN GEARS for MILLS CLOCKS, $2.75

ADDITIONAL SLOT PARTS

Back Doors for Mills Slots	$5.00	Main Springs	$ .25
Mills Locks	2.00	Clock Springs	.25
Club Handles	3.00	Handle Springs	.25
Main Clock Gears, Complete	2.75	Side Arm Springs	.25
CH or SP Discs, Set of 3	6.00	Long Knee Action Springs	.25

COIN CHUTES FOR VEST POCKET BELL.....$3.50

Write for Complete Listing of Parts and Equipment

WRITE FOR PRICES: MILLS BROWN FRONTS, CHROMES, BONUS BELLS, BLUE FRONTS, Q. T.'s, JENNINGS SKY CHIEF—5c, 10c, 25c.

Terms: 1/3 Deposit, Balance C. O. D.

Automatic Coin MACHINES & SUPPLY CO.
3834 W. Fullerton Ave. (Phone CAPitol 8244) Chicago 47, Ill.

Recreation Center, largest and most successful operation of its kind in the city. He plans to add to his coin machine operation by opening up new spots to supplement those he now enjoys.

He will principally operate music boxes and pin balls.

John Ignace

Houston

Since the war ended business conditions in the Houston area have shaped up favorably for those industries which are helped by full employment at a living wage. Reports from reliable sources show that Houston, Beaumont, Galveston, Port Arthur, and other South Texas cities suffered practically no loss of wage and salary income with the closing of numerous large war industries. Employees of those plants were quickly absorbed by private industries and plenty of room left for returning servicemen at decent wages. The 48 hour work week is still in full force and a wage increase of at least 15 per cent is certain when manpower becomes plentiful enough to go on a 40 hour week.

A new concern is the recently organized Schultze Vending Co. Dick Schultze is owner and most types of vending machines are operated.

The firm of Standard Music Distributors will be distributors for the new Aireon automatic phonograph in South Texas. Sam Ayo, co-owner of Standard Music, after a visit to the Aireon Mfg. Corp. in Kansas City, said he was mighty well pleased with his firm's new connection. H. M. Crowe, other co-owner of Standard Music, said models would be on display in their show room early in January.

Melvin H. Blum has returned from the Army and is carrying on his extensive coin machine operations in Bay City, Texas.

A. W. Crosson, recently discharged from the Army, is now employed as a counterman for Decca's Houston branch. Cheering report from Decca was that the record quota for November had been upped mightily, and that plenty of records by Christmas was a possibility. Clarence Jones, colored shipping clerk and oldest employee from point of service in the Houston Decca office, left the company in September and went to railroading. He is back now, however, all smiles, on his old job.

Well known Jack Renfro has about recovered from a major operation.

A. C. (Buster) Ayo, out of the Navy and working for his brother at Standard Music. Tommy, the other Ayo brother is with the U. S. Marines in China.

Eddie Oates, well known in the record field, out of the Seabees and just loafing at present, enjoying being a civilian.

H. M. Crowe has just returned from a business trip to Chicago.

Outstanding fisherman Ernest Gates, Gulf States Amusement Co., caught 107 speckled trout on one Friday afternoon and that's a big haul even for Ernest. He remembered your REVIEW correspondent with five big beauties and how the wife, two daughters and above mentioned correspondent did enjoy them!

John G. Wright

Mississippi

NATCHEZ—Holiday business promises to be the best in years for operators of the Magnolia State. The football season brought new coin machine business to operators when many important gridiron games were played during the Autumn months.

Having completed a 13-months tour of duty in Europe, Sgt. Leonard E. Clary has been given his discharge and is now operating again in this section. He flew 23 missions with the 8th Air Force and was recently released from a prisoner of war camp in Germany.

Mike Verruchi who has been on the sick list, is up and out again and back on the job. During his absence, part of which was spent in a hospital in Vicksburg, business was conducted by Mrs. Verruchi.

James W. Sheppard has returned to South Carolina to await discharge after four years in service. He expects to return here to enter the coin machine business with his father-in-law, Ham B. Nelson, who operates in Mississippi and Louisiana.

Mrs. Ellis C. Keathley, owner of the Natchez Music Co., is back home after a siege of illness. J. T. Witt is assisting Mrs. Keathley as service man. Witt was formerly with Star-Morrell Co.

Mr. and Mrs. R. Edgar Butler have returned from a business visit to Cotton Valley and Shreveport.

P. K. Ewing of the Ewing Co. has returned from a business visit to New York City and Washington, D. C. He is at present on a business trip to New Orleans, where he plans to purchase new machines.

Val Jensen is now making his home in New York, where he is working in the service department of one of the largest New York coin machine companies. He was formerly connected with Ewing Co. and is well known throughout Mississippi and Louisiana.

F. S. Wolcott, Mississippi operator, was a recent business visitor. Wolcott is well known here and his visits are always of interest to his friends.

Julian Gibbens, received his honorable discharge from the U. S. Navy and has resumed work as service man with the Ethel Co.

Sergeant James A. Caire, who was a prisoner of war since 1942, when he was taken on Corregidor when Bataan fell, is back in the States after being liberated. He is now located at a Government Hospital in Santa Fe, New Mexico, but expects to come home soon on a visit.

Coin machine operators are receiving a visit from an old friend. Col. Robert "Bob" Casey, famous war correspondent and feature writer of the Chicago Daily News, who is in Natchez making a survey of the Mississippi black market tax on liquor and with regards to the coin machine industry in the South.

Col. Casey is no stranger here. He wrote a number of interesting articles for the Chicago Daily News on the Natchez Pilgrimages several years ago. In addition to newspaper articles Col. Casey is also gathering material for several magazine releases on the outlook for southern tenant farmers in this mechanized age. This writer had the pleasure of being with Col. Casey for some time recently and he is a most entertaining talker as well as one of the nation's top ranking newspapermen and writers.

Charles Weeks, former service man, now in the Army was recently promoted from corporal to sergeant. He expects to get his discharge soon and return here to re-

(See MISSISSIPPI, Page 72)

WANTED TO BUY

ROUTE OF GAMES, SLOTS OR CONSOLES IN SOUTHERN CALIFORNIA OR ARIZONA.

BOX 755
COIN MACHINE REVIEW
1115 Venice Blvd., Los Angeles 15

-NOTICE-

Genuine G. E. 1489 Ray-O-Lite Gun Lamps
Priced 60c Each.

W. B. NOVELTY CO. Inc.
1903 Washington Boulevard
St. Louis 3, Missouri

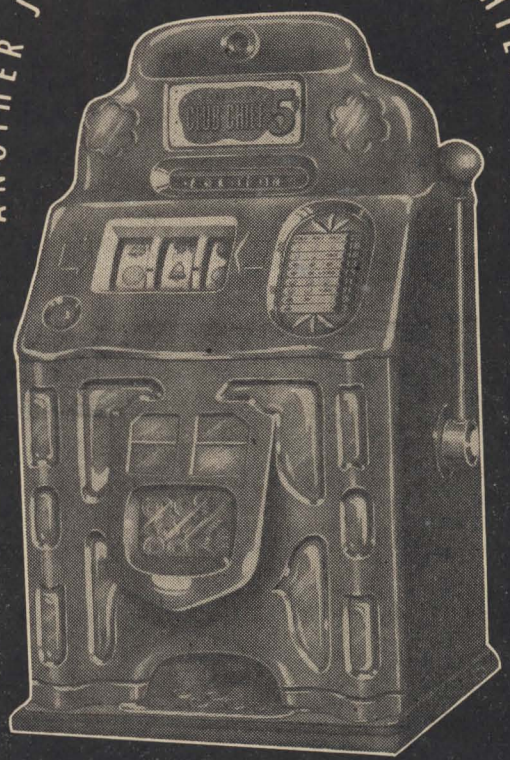
On its way!

After your long wait, you're entitled to the best. That is why we take pride in presenting the New Cushion Action *Super DeLuxe* "CLUB CHIEF" — soon ready for our production line. Here's real quality — quieter action — many improvements that mean long life and assured revenue.

The *Super De Luxe* "CLUB CHIEF" is custom-built with all new parts by Jennings' Master Craftsmen — winners of the Army-Navy "E" for precision work on Radar. The *Super DeLuxe* "CLUB CHIEF" has beauty too! Its sparkling light-up front out-classes them all.

Order immediately for earliest possible delivery.

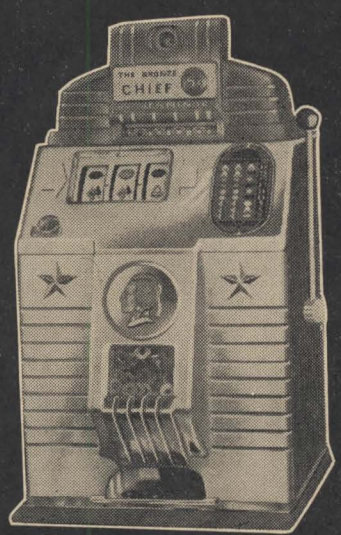
ANOTHER JENNINGS' POST-WAR ACHIEVEMENT



COIN MACHINE REVIEW 71 FOR DECEMBER 1945

Super De Luxe "CLUB CHIEF"

CUSTOM-BUILT BY RADAR CRAFTSMEN



BRONZE CHIEF

NOW on the assembly line with its everlasting beauty, sparkling chrome finish, burnished bronze, hand-rubbed walnut case with artistic trim.

Quantities are limited — Demand is overwhelming — Order immediately for earliest possible delivery.

O. D. JENNINGS & COMPANY

4309 WEST LAKE STREET, CHICAGO 24, ILLINOIS

MONARCH—Leads Again With Better Values

READY FOR LOCATION—1-BALL MULTIPLE P.O. TABLES

Fairmount	$495.00	Long Shot	$275.00	Santa Anita	$165.00
Turf King	375.00	Kentucky	275.00	Spinning Reels	110.00
Jockey Club	375.00	Keeney Fortune	200.00	Gott. Multi. Races	95.00
Sport King	275.00	Race King	175.00	Mills 1-2-3	69.50

SPECIAL SLOT VALUES

Gold Chrome 5c	$275.00	Orig. Chromes 5c	$250.00	Club Bell Cons. 5c	$350.00
Gold Chrome 10c	315.00	Orig. Chromes 10c	275.00	Club Bell Cons. 10c	400.00
Gold Chrome 25c	350.00	Orig. Chromes 25c	300.00	Club Bell Cons. 25c	450.00
Blue Front 5c	150.00	Brown Front 5c	175.00	Melon Bell 5c H.L.	225.00
Blue Front 10c	175.00	Brown Front 10c	225.00	Black Front 5c H.L.	225.00
Blue Front 25c	225.00	Brown Front 25c	275.00	Black Front 25c H.L.	275.00
Q. T. 5c Late	100.00	Q. T. 10c Late	125.00	Glit. Gold Q.T. 1c New	79.50

New Jennings Victory Chiefs 5c	$300.00	10c	$350.00	25c	$400.00
Jennings 5c Chief Club Consoles			150.00	10c	200.00
Jennings Silver Moon Chief 5c			200.00	10c	250.00
Pace Twin Royal Club Console Model 5 and 25c Play					375.00

THOROUGHLY RECONDITIONED AUTOMATIC P.O. CONSOLES

Bally Big Top	$109.50	Mills 3 Bells	$895.00	Jumbo Parade Late 5c	$135.00
Bally Rollem	145.00	Mills 4 Bells	395.00	Jumbo Parade 25c	295.00
Bally HiHand 25c	295.00	Mills 4 Bells L.H.	575.00	Paces Races Br.	175.00
Bally Club Bells	275.00	Pace Saratoga 5c	99.50	Super Bell Twin 5 & 5	395.00
Ev. '40 Pacer	325.00	Baker Pacer DD, JP	265.00	4 Way Super 5 & 25	650.00
Ev. Lucky Lucre	150.00	Jenn. Silver Moon	135.00	Super Track Time	295.00
Ev. '39 Bangtail	150.00	Jenn. Bobtail	135.00	Caille Roulette 25c	275.00
Ev. '41 Bangtail, J.P.	295.00	Keeney Super Bell 5c	325.00	Jenn. Golf Ball 25c	195.00
Ev. Rolleto Jr.	125.00	Jenn. Derby Day Sl	65.00	Bally HiHand 5c	195.00
Ev. '41 Domino J.P. 5c	295.00	Pace Twin 5 & 10	395.00	Pace Pay Day 25c	225.00
Ev. '41 Domino J.P. 25c	525.00	Pace Twin 5 & 25	475.00	Baker Paces J.P. Remote	365.00

FOR IMMEDIATE DELIVERY LAURAS, YANKEE DOODLES—ALL UNITED AND BELL REVAMPS

Write for Lists: Slots, 1 & 5 Ball Pin Games, 1-Ball Multiple F. P. & P. O. Tables and Arcade Equipment.

Terms: 1/3 DEPOSIT, BALANCE C.O.D. or SIGHT DRAFT

MONARCH COIN MACHINE CO.

1545 N. FAIRFIELD AVE. ARMitage 1434 CHICAGO 22, ILL.

MISSISSIPPI

(Continued from Page 70)

sume his work in the coin machine business.

Also returning soon is another veteran operator, Lt. Francis T. Smith, now with the Marines.

Many of the fellows are coming back, and the operators are extending a cordial welcome home to them all. The more the merrier. Mississippi is a fertile field for operators.

Hal Case

Fort Worth

Coin machine operators of the Fort Worth area continue to maintain an optimistic attitude, despite the fact that delivery of new machines is still several weeks or months away. Fall business is at about the usual seasonal level, with some improvement shown in vender operations and an increased tempo for music machine operators. Unusually mild weather and a large increase in football attendance on weekends has brought plenty of business for vending machines. Shortages in merchandise and equipment is all that prevents venders from doing an all time peak volume. Business for local music men is excellent. Most phonograph operators report recordings in better supply and they say the quality of records has improved with each new shipment. They also report a wider variety of artists are available for recordings now being received.

Although, both Army and Navy personnel are being reduced in the Fort Worth trade area, business for arcades continues at a high level. All arcade operators are still looking for the anticipated new equipment and are buying all the rebuilt equipment they can find.

T. M. Carroll, owner of the Trinity Music Co., says that business for his firm is expanding. Opening of new spots and refurbishing of older locations is providing the firm with new business. He also reports parts for coin machines and phonographs are more plentiful.

The Panther Dist. Co. reports a nice increase in the sale of records. Their best selling recordings for the past week include: *Can't Begin to Tell You*, a Bing Crosby record for Decca, and another Crosby recording, *It's Been A Long, Long Time*. Other top selling records have been *Too Little, Too Late*, a Capitol recording by Woody Tuttle; *Till The End of Time*, by Les Brown for Columbia; *It's Been So Long*, by Ernest Tubbs and Victor's *Chickery Chick* by Sammy Kaye.

M. P. Johnson, local music man has just installed a modern music system for Boyd's Cafe.

Jack Maloney, of Panther Dist. Co., was a visitor to Dallas last week. Jack says that announcement of the opening of his West Texas branch offices will be made in the next two weeks. In addition to recordings and music equipment, the new Maloney branches will distribute a line of restaurant and hotel supplies.

The Fort Worth coin machine trade is most vitally interested in the now pressing problems of reconversion and employment. While closing of most of the Consolidated-Vultee airplane plant has caused considerable unemployment, it is believed that a sane and sensible plan for labor and management to get together and work out a general plan for future industrial development is an urgent local need. The recent strike of drivers of the Greyhound bus lines that has tied up travel over that Southwest system is pointed to by local coin machine authorities as a concrete example for the need of a get-together by local labor and management representatives.

In the meantime, several million dollars worth of local building and other improvements are practically at a standstill. This building program and other contemplated industrial expansions can supply the mainspring for a real era of prosperity, if the problems of labor and industry can be quickly and sanely solved. The Fort Worth coin machine industry is ready to back a workable plan that will help to keep the wheels of progress turning.

Frank W. Wood

COIN MACHINE MAILING LISTS

Operators & Distributors

80 New England States	$ 1.00
425 Middle Atlantic States	4.00
450 Southern States	4.50
675 Central States	7.00
250 Western States	2.50
Complete Operators list	15.00
800 Mfg. & Supply Houses	8.00

Whipple Novelty Co.

654 East Black St., Rock Hill, S.C.

Hot For Phonos

SPRINGFIELD, Ill.—This city challenges others to show a more pregnant interest in automatic phonograph music. With a population of around 72,000 persons, M. M. Smith, city license clerk, reveals there is an automatic phonograph for every 390 citizens. Figures were taken from licenses issued.

* * *

Gently he pushed her quivering shoulders back against the chair. She raised her beseeching eyes in which faint hope and fear were struggling. From parted lips, her breath came in short, wrenching gasps. Reassuringly, he smiled at her. Bzzzzzzz, went the dentist's drill.

STYNAMITE

The Miracle Soil Remover

REMOVES DIRT, GREASE and SMOKE from AMUSEMENT GAMES

The miracle cleaner for operators. Tried — tested — proven. Ideal for cleaning all types of equipment. Triple strength but harmless to hands and fabrics. Apply with brush, wipe off with a cloth—PRESTO—clean as a whistle!!!

ONLY $1.50 GALLON

Give this Cleaner a trial today. You'll be amazed!

EXCLUSIVE DISTRIBUTORS

PAUL A. LAYMON

DISTRIBUTOR

1503 West Pico Los Angeles 15

We Are Happy to Announce Our Appointment as

EXCLUSIVE DISTRIBUTORS

for

H. C. EVANS and COMPANY

in Southern California and Arizona

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We will shortly have new machines - - - CUSTOM-BUILT BY EVANS - - - on our Showroom Floors. Some startling innovations in coin-controlled equipment may be expected. Delivery dates will soon be announced.

•

PACIFIC COAST DISTRIBUTORS

1347 W. WASHINGTON BLVD. **LOS ANGELES 7, CALIFORNIA**

RIchmond 5527

Los Angeles

It's in one spot after another as operators filter into the jobbing establishments to keep up-to-date on when new equipment may be expected. The "Red Hot News" forecasts in THE REVIEW haven't failed as yet, and a lot of rumors are rife in the jobbing establishments, plus a lot of promises that will cause later embarrassment. But the circulating continues and some of the distributors are booking substantial orders for equipment, sight unseen, with cancellation privileges when previews are held.

And speaking of unveiling of new phonographs, it looks like a gala season ahead. The Industry, insofar as local constituents are concerned, intends to do it up brown. No more bottle of beer and hot dog sandwich stuff. It'll be first class from now on out.

The town has been flooded with operators and there's no better place to get an up-to-date list of visitors than Paul Laymon's. Among those checking in, were: Burt Polin, San Luis Obispo; N. E. Needham, Yuma; Carl Collard and W. H. Shorey, San Bernardino; Ray Smith, Barstow; Edward Sullivan, Oceanside; Earl Beatty, Temple City; Carl Fisher and Lowell Ayers, Inglewood; L. M. Groth, Shafter; Joe Grater, Oxnard; E. J. Baehr, Earl Presher and Mr. and Mrs. Harry Gordon, San Diego; Fred Allen and Alex Koleopolus, Bakersfield; M. C. Stewart, Big Bear; W. K. Volner, El Centro; O. M. Rabitaille, Phoenix; Johnny Ketchersid, Homer Gillespie, George Landier and John Glober, Long Beach; L. Dunn, Monterey Park; A. R. Kelley, Pismo; Mr. and Mrs. Jimmy Hume, Palm Springs; Glenn McCarter, Calimesa; Charles A. Bonney, Flagstaff; and dozens of others.

Charlie Robinson left on the 17th for a sales trip that will take him into half a dozen states.

Bud Parr, now back to his own good-natured, genial self and showing up daily at General Music, is driving a brand new 1942 Buick sedan.

W. H. Leuenhagen is showing a nifty cigar and cigarette lighter being manufactured by a friend of his. It's a class item and is beautifully machine finished in non-chip and non-scratchable material resembling bakelite. Bill is promoting the product for use on sales boards.

A. M. Keene, the sage of Taft and operating entrepreneur extraordinary, is back from a visit to Chicago and a look see behind the scenes in some of the factories.

Dee's Service Shop is currently blossoming out with additional space made possible by the addition of a second floor to the present quarters. Dee is amplifying his service and operators will welcome the new space and the improved service it will make possible.

What local operator makes more money out of selling his music route than operating it himself? So far he's sold and resold the same route 7 times!

Gene Crowley is back in the service department at Leuenhagen's after three years in the navy. Gene was in Tokyo Harbor following V-J Day when orders came through for his ship to head stateside. Arriving in San Pedro he was sprung from service in 72 hours and after a week's rest reported for work.

Mr. and Mrs. Paul Laymon entertained a group of friends night-clubbing in observance of the 8th wedding anniversary of Mr. and Mrs. Edward Wilkes.

Ben Korenblum, local operator, is confined to his bed with an illness.

Busiest spot on Pico the past month has been the new Nels Nelson spot where carpenters have been busy day and night transforming the place into a topnotch service and sales center for Nels' new enterprise. No sooner did he open the doors for service than the shop was loaded with work.

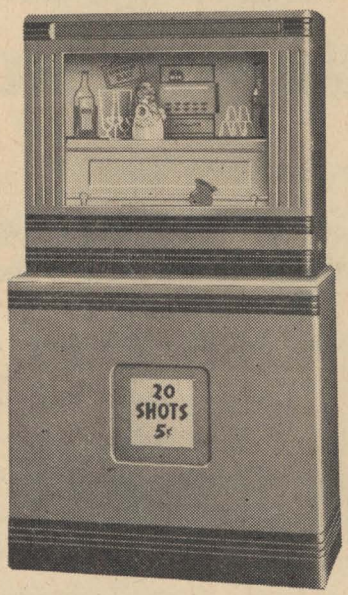
SHOOT THE BARTENDER

Conversion

FOR

CHICKEN SAM, JAP AND HITLER SEEBURG RADIO GUNS

Colorful, flashy, attractive, appealing and loaded with plenty of action. Bartender's head nods as he turns around. Will double the take and give your machines brand new earning power. Can be installed on location in a few minutes.



IMMEDIATE DELIVERY!

PRICE:

$16.75

IN LOTS OF 5 OR MORE

$14.75

⅓ Deposit with Orders

SICKING DISTRIBUTING CO.

(SUCCESSORS TO SOUTHWESTERN VENDING MACHINE CO.)

2831-33-35 West Pico Blvd. Los Angeles 6, Calif.

ROchester 0104

OVER 50 YEARS OF EXPERIENCE -:- ESTABLISHED 1895

The Washburns have started to move part of their stock to their new building out on Pico. Surplus games and other equipment have been moved to the third floor in the new building, and more will be transferred when the remodeling is finished on the first two floors.

Jane Porter dashed out of Jack Gutshall's on the 13th to meet her discharged sailor-hubby Howard, and launch upon a belated honeymoon. "Smoky" Leinert is at his old job at Gutshall's. Ray Suhr has been off for 30 days due to illness.

Charlie Robinson is learning travelling the hard way. On his last trip to Chicago he was separated from his 3 pieces of baggage on the return flight and ended up in town with only one bag. Hasty wires uncovered the missing pieces along the line at various stops. Luckily they came in on subsequent flights, otherwise Mrs. C. A. would be minus a beautiful new fur coat that Charlie bought her in Chicago.

Armain Huntsman, Long Beach, has purchased the Nick Carter route of music and remotes in metropolitan Los Angeles. Deal was engineered by Dee's Service Shop.

Tom Wall and Earl Hoagland will be leaving for Chicago January 4th to attend the Furniture Show. The pair own a furniture store in Van Nuys and while in the Windy City Tom will be looking in on new coin machines as well.

Bill Wolf made a brief stand at the local office after returning from a week in the San Francisco branch, and then hied off to San Diego for a brief look-see before departing for Chicago on November 24th. Nona Gates, S. F. secretary, made the Southland her rendezvous on her vacation which was timed to coincide with some furlough time for a certain leatherneck at Camp Pendleton. Poor little old Mercury—it caught hell!

K. & M. Service is soon to break forth with a new Dodge Truck to better service their accounts and provide spot delivery on new records they are handling. The boys are going hell's fire and nothing can stop 'em. Their records are really sizzling.

Bill Happel left the first of the month to transact business in Chicago and his branch office in Milwaukee. Elaine Ryan, back from a vacation in San Francisco, helped Billy Happel, Jr., hold down the fort during his absence. Incidentally Billy is out of the navy and looking prim. He is handling sales work at Badger Sales.

Ray Smith, Lancaster, invited about 30 friends to be on hand for an elk barbecue and Mr. and Mrs. Paul Laymon and Mr. and Mrs. Jack Gutshall drove north to represent the Coin Machine Industry in this city. Everyone had plenty to eat, drink and an accordionist friend of the Laymons provided music for an old-fashioned singing fest.

Paul Blair, former Exhibit Supply Rep. and during the war years with the Playland Arcade on Main Street, has joined Mac Sanders to aid him in his operations.

Jack Gutshall beat the guns again with Christmas calendars and this year's offering surpasses anything he's offered in the past. It's an exquisite nude, of course. It's surprising how many poses you can get a nude into and still have her so interesting.

Bill Simmons is about ready to call it a day on his remodeling and the new offices of the Aireon Mfg. Corp. on the tenth floor of Bekins in Hollywood stack up as some of the niftiest in the business.

What recent New York visitor at the Ambassador heard this remark from the clerk: "I'll have the boy take up your bag for you." To which the self-projected luminary said: "Never mind, she can walk."

George W. Coleman, veteran operator and head of Coleman Novelty Co., Rockford, Ill., is visiting the Coast for the first time and it looks like it will be hard for Illinois to get him back. George called at Dee's Service Shop on his tour of the various establishments and professed a terrific interest in the natural sunshine available here.

"The Honeydripper" dripped beautifully for Mrs. Jack Gutshall. An exquisite matched mink coat bespeaks the affection Jack has for the missus.

San Francisco

"Hank" Maser returned home after spending three months in the East and revealed the great news that in conjunction with his present enterprise he will enter the manufacturing field of the coin machine industry. Tool and die makers are already working for Hank in Chicago and he expects to get into production by the first of the year. Remodeling of the building at 1337 Mission Street will start soon, the floor space enlarged and an additional building will be acquired to house the offices. Present plans are to come out with seven coin slot machines. Details will be announced later.

While Chet Garton, Northern California and Hawaii manager of California Amusement Co., was vacationing in Southern California, the big boss himself, M. S. Wolf, came up from Los Angeles to take over for the week. Wolf announced that he had just been appointed distributor for Bally products, sharing the franchise with Jack R. Moore Co. Wolf said that within the month he expects such Bally equipment to arrive as new *Victory Derby*, one ball cash pay-out, new *Victory Derby Special*, one ball free play, and a new Arcade piece, the *Under Sea Raider*. California Amusement Co. is distributor for Bally equipment for California, Arizona and Nevada, and exclusive distributor of Automatic Instrument Co.'s phonographs for California, Nevada, Arizona and the Hawaiian Islands.

Though a real large volume of merchandise is not expected before the early part of the year, everyone is getting ready to meet the demands when business activities will rise to an unprecedented high. Expansion is the watchword both as to augmented personnel and enlarged and modernized premises. Wolf said that he had appointed Walter A. Huber sales manager for Northern California and the Hawaiian Islands. Ever since its opening in the spring, California Amusement's main floor has been a gem of a place. Now workmen

(See SAN FRANCISCO, Page 76)

Immediate Delivery

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A fully equipped service department, manned by capable and efficient repair and maintenance specialists, will be on hand in the new Fresno branch to care for all of the needs of Central California Operators. We invite you to make use of this convenient service.

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NICK CARTER

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LOS ANGELES 6, CALIFORNIA
FAirfax 1461

602 FULTON STREET
FRESNO, CALIFORNIA

SAN FRANCISCO

(Continued from Page 74)

are busy converting the upper floors to be worthy components. When it's all completed, according to Huber, California Amusement Co.'s San Francisco branch will be "the show place of the city." They intend to have a showing of new equipment after the first of the year at all branches.

Concurrent with our visit to California Amusement Co., Don A. Woolsey arrived from Stockton to buy equipment. Woolsey is a large scale operator throughout the San Joaquin Valley.

W. H. "Bill" Smith, manager of California's San Diego branch spent several days here.

At Clark Distributing Co. business activities were momentarily eclipsed by family affairs. Considered as top news was that Mrs. Don Clark had presented her husband with a son, William Pardee Clark, weighing at his debut 9 pounds and 5 ounces. This makes the fourth son for the Clarks. But even in the business field there were some very interesting developments. Kenneth W. Popkey, manager, said that the entire building is being revamped, and the work is rapidly nearing completion. It was found that the very bright front was not right for a showroom, detracting much from the colorful equipment. So now a new showroom and a parts department are being established in the rear of the building. Also, there was a three days branch manager's conference held here at which participated: Kenneth W. Popkey, San Francisco; Bill Schetter, Los Angeles and E. L. Horiskey, Seattle. Don Clark is in Chicago confering with Wurlitzer officials.

There are brisk doings at Associates, Rock-Ola distributors. Though already having two premises on Union Street, a third building was taken over to take care of the ever expanding business. George R. Murdock said: "We are so busy we hardly know where to begin. Just in one day we had thirty-five operators call in here, some from as far away as Hawaii. Edgar Walker from Honolulu, operating a wired music studio, was in looking for new equipment and replacement parts." E. George Bennett, of Associates said that he and Murdock had a very nice trip up North. Associates hope to have some Rock-Ola samples by next month. It is also expected that Captain Fred Neumann, who had such a big write-up in THE REVIEW last month, will soon join the family of Associates. George Prock, Rock-Ola distributor in Texas, but with the Armed Forces for the last several years, is here at Fort Mason, and expects to get his discharge this week. After that he intends to go to Chicago to confer with Rock-Ola officials.

That "the coin machine business is going to be very, very big in the near future," is the considered opinion of X. H. (Heinie) Grusenmeyer, in the coin machine business for over fifteen years, and he is laying his plans accordingly. Heinie owns the Mission Distributing Co. He is a jobber and also an operator. The service department is staffed by capable, experienced mechanics and can give excellent service on all amusement equipment. Grusenmeyer is active on behalf of returned war veterans. He had taken on two, experienced in the field, but new to his organization. He has also been instrumental in placing half a dozen more with other firms. His own service department will be expanded as warranted by conditions. Grusenmeyer is taking on many new locations with rebuilt equipment to be ready when the new equipment becomes available. Besides the individual locations, he operates an Arcade and is opening up another Arcade in San Jose.

Dick Parina has just returned from Chicago where he was elected a director of NAMA. With the cigarette shortage just a memory, Dick said all efforts now are bent on keeping old equipment functioning properly until new vending machines become available. It is of the utmost importance to the coin vending business to reestablish itself into the public's confidence by giving prompt, reliable service. Even reconditioned equipment will perform adequately if kept in proper repair.

The Associated Music Operators get-together dinner party was a great success, 72 members and their families attending. There was excellent entertainment consisting of dancers, singers, pianist and raconteur. Five city officials addressed the group. They were: P. J. McMurray, Robert Green, Dan Gallagher, Chester McPhee and R. Gartland.

Gisela Ney

Photo Electric

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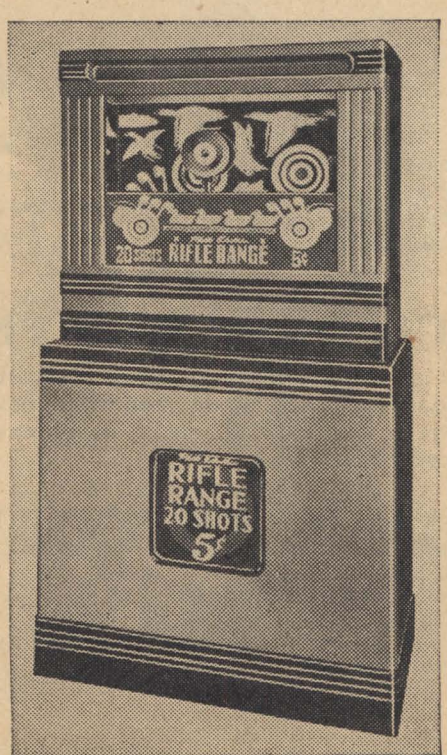

Portland

The general scene in Oregon and in Portland, the "City of Roses", the hub of the coin machine business of this state, remains pretty much the same. The old saying of "No news is good news" applies here, inasmuch as nothing disturbing in the way of new legislation, licensing or taxation has appeared in the offing. Here, as elsewhere, much speculation naturally exists as to the rather indefinite future prospect of new equipment, new trends, new prices and changing conditions. A shroud of mystery somewhat overhangs the offices of jobbers and distributors, but a slight penetration of this seems to reveal that they are all on their toes and that interesting announcements will soon be forthcoming. Most of the local news of the past month appears to center mostly on returning service men and their activities.

Clayton Ballard, formerly with Wurlitzer and Packard, is the newly appointed Northwest District Manager for the Aireon Mfg. Corp., of Kansas City, covering the states of Oregon, Washington, Montana and Western Idaho. He is serving under W. E. Simmons, the regional manager for the 11 western states, whose headquarters are in Los Angeles. Although the new Aireon has had a formal unveiling in Kansas City no detailed information seems to be available to the trade. Clayton reports, however, that he hopes to have at least a sample here by January 1st, with deliveries following soon after. From all we can gather, something new in the way of electronics and other features have been combined to produce something sensational in the music machine field, and curiosity and interest are at a high pitch.

A. W. Slight, the new Northwest Regional Manager for Bally, has been in Portland a large portion of his time, but at present writing is in San Francisco.

Recently visiting Portland on leave, was Vern Clifford of The Dalles, Oregon. Vern is a well known operator who has seen much service in the Italian theatre during the war but hopes for an early release, as evidenced by his calls on local jobbers.

L. R. "Jean" Teasley paid his wife a visit, on leave. "Mrs. Jean" continues to operate their music route, as she has been doing, and from all we understand, she has been doing a remarkably creditable job.

Herman Levin, prominent operator of games and boards, was in town on leave but is now back at Camp Adaire, Oregon.

The Navy was represented by Bruce Scrievers, home from the islands on furlough for a visit with his wife. Bruce is still serving as a Radar Technician.

After his discharge from the Army, Walt Williams is now back with the L. and W. Amusement Co. of Vancouver, Washington.

His many friends will be glad to know that Roy Gatto is back again at his old job, taking care of his music route, having

recovered from a long and severe illness.

Tom Bushby, still with the Navy, and formerly a well known figure in local operating circles, was another visitor.

We understand that Johnnie Welch has difficulty in dividing his time between his music business and his large and beautiful ranch on the Deschutes River in Eastern Oregon.

Percy Drake is reported still aggressive in the music operating field with Tiny's Tavern and card room in Kenton on the side.

Visiting local jobbers this month were Sam Policar, who has been discharged from the Army; and Don Landis, formerly with the Coast Guard. Al Brun, former music operator with Coast Amusement, is discharged from the Army but still anxiously awaiting transportation home from Europe, according to Bob Allen, of Coast. Al must be pretty impatient, for he has yet to see for the first time his six months old son. Bob Allen, incidentally, just returned from a pheasant hunting trip in South Dakota.

At Northwest Amusement, it is reported that Harry Arnsberg has returned from a two week excursion to Chicago. Harry has been at the old stand since April 1st, when he was released from the Coast Guard. His younger brother, Max Arnsberg, just returned from three years overseas, and is managing the Arcade at Fourth and Washington Streets.

Budge Wright of Western Distributors is a fortunate man. Most of us have dreams, but seldom do they come true. This is not true in Budge's case, however, for one of his dreams, that of modernizing his establishment in order to give better service, has come true. Now completed is a program of extensive alterations and modernizing, which includes a new enlarged front show room, new lighting features, a modernistic new front to the building and, to get back to Budge's dream, a completely equipped and efficient "one-stop" parts department. Budge came back last week from a two week's trip to Denver, Kansas City, and Chicago. He was met in Kansas City by Clayton Ballard, and it is rumored, but not confirmed, that he may be taking on the Aireon line locally. Walter Solomon, Seattle Manager for Western, was also in Chicago with Budge, and we hear that the country boys saw the sights. At Budge's establishment, Alice Ballengrud continues as office manager, George Trambitas as Service Manager, with Bill Scales, Warren Conant and Bill Harris under his supervision.

E. Roland Allen, General Manager of Columbia Music and Schoen Enterprises, Rockola Distributors, reports that they are about to lose one of their most able assistants in the bookkeeping department, Kay Hogan, who is to be married Dec. 15th to Don Lewis, Montgomery Ward executive. Roland also reports that the Army will not need Roland (Chuck) Jackson after the first of the year. (His old job is awaiting him.) The same E. Roland Allen was recently in a tizzy for two days, and the business suffered for it. This was occasioned by his difficulty in deciding on one out of a number of photograph proofs, (his picture to be used in the current issue of THE REVIEW. They were all so good, but only one could be used.) Roland is also the possessor of a new pair of glasses, "the better to scrutinize the trade," in preparation for the grand rush anticipated on the appearance of "The Phonograph of Tomorrow."

At the Jack R. Moore headquarters, Jack (Major Moore until not very long ago) takes a very optimistic view on the future of the coin machine business. He believes that there is promise of a new era in the industry which will be brought about by applications of numerous inventions resulting from and developed by the war, and that this, in turn will put the industry on a higher plane, more useful to the community. That Jack's prediction is already partially evident to this correspondent as witnessed by the emergence during the past few years of so many jobbing and operating firms from the dark, dirty side street hole-in-the-walls, from which they used to operate, to modern quarters and better conditions.

Continuing at the Jack R. Moore headquarters are Helen Cusson, office manager and her husband, J. E. "Eddie" Cusson, Supt. of Sales and Service. Their son, Arthur, is out of Boot Camp and now is a Seaman 2nd Class. A recent addition to the Moore staff is Daniel V. Hugenin as Director of Sales, until recently an Army Captain, and formerly in the advertising business. In the shop are two seasoned Navy Veterans, the two "Dons", Don Shepherd and Don McLain, both of whom served in the Normandy Invasion. Sigmund "Trigger" Tragesser is the new Shop Foreman. Charles "Chuckie" Howe, formerly in the accounting department and more recently a German prisoner for twenty-two months, is back in "civvies" but still resting up and taking it easy. Helen Cusson among her many letters from service men has one from Al Fish, former Albany, Oregon, operator, in which he encloses a number of interesting pictures of India, from where he is now returning. During the war Eddie Cusson served as Commander of Company G, U. S. Coast Reserve, and under him were 137 men. He was recently disenrolled after four years service, and emerges with a permanent commission; Ensign T—U. S. C. G. R. Among the citations and letters hanging in his office of which "Eddie" is justly proud, is one from Rear Admiral F. A. Zeusler of the 13th Naval District, Seattle, Wash., and from which we quote in part:

"I cannot speak too highly of the extensive aid which you have given to the Coast Guard and to your country in performance of your assigned duties . . . I trust that in a sense this letter will provide a tangible reward for your priceless willingness to give rather than receive . . . You and the men under you have served many a lonesome, weary, tedious tour of duty. You have encountered evidences of carelessness and have prevented great losses that might have come about through fires of careless origin . . . Not a single serious loss has been suffered in any facility that has been under the protection of the Voluntary Temporary Reserve of the U. S. Coast Guard . . . As you are separated actively from the Service, we, of the peacetime Coast Guard, salute you!" (Signed—Rear Admiral F. A. Zeusler.)

Jack plans to leave soon for Aberdeen, S. D., for pheasant shooting, probably flying his new Stinson. (South Dakota pheasants seem to attract Oregon coin machine men).

Fritz Hall

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"TOTAL ROLL" is the finest game Genco has ever produced. Its terrifically competitive, brand new type of scoring gives it a player appeal never before equalled in coin machine history. It's been earning overwhelming profits on location tests for more than two months. Start your post-war era with a slam-bang winner!
ORDER TODAY! IMMEDIATE DELIVERY!
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A better offer than was advertised in our November issue is given by
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2000 de luxe metals are given with each purchase of the Harvard Metal Typer. Cost of this metal typer is $325.00 F.O.B. Jamestown, New York.
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Denver

H. E. Walker of the Walker Vending Machine Co., reports that Clarence E. Berg, formerly in the employ of the company, is now back in his old job after three years in military service.

In a former item concerning the Kings-U-Select-It Service, your reporter stated that this company, operated by Mr. and Mrs. D. J. King were "representatives of the Coan Stettland Co., Madison, Wis." The machines operated by Mr. and Mrs. King are owned exclusively by them outright and operated as their own property. The machines are installed in numerous locations and the task of servicing all of them is a full-time job.

Wolf Reiwitz, of Wolf Sales Co., is visiting his son, A. C. Roberts, who is graduating from OCS at Camp Lee, Va. Mrs. Reiwitz is spending the winter in California with their daughter.

A. A. Roberts is out of the city selling new merchandise for future delivery and making arrangements for expansion of the Wolf Sales organization. He will probably return to Denver about December 1st.

The company's new salesman, Frank Negri is also on the road, visiting operators and discussing new merchandise.

Modern Distributing Co. (formerly Modern Music Co.) is now located in new quarters at 1810 Welton St. Remodeling and decorating have not yet been completed, but we expect to have a full story on this next month.

Frances Conrey

Seattle

It takes two to make a bargain and two houses of the legislature to pass a bill. An announcement that Congress intended to reduce excise taxes to the 1942 level was met with cheers from the pin-gamers. The House started the ball rolling by passing a measure to cut taxes on cabarets and bowling alleys but the Senate blocked passage. That set the precedent, and the legislators never did get around to the pin tables. The annual excise ante was raised from $50 in 1942 to $100 in 1943 where it has remained ever since. Never one to say die while a spark of hope remains, Joe Ivers, legal adviser to the local associations, checked with the Senate's Finance Committee while in Washington D. C., last month and reports that a cut in the immediate future is highly improbable.

Coin Row's one-time Sunshine Kid has become Coin Row's Hard Luck Kid. Bob Chamberlin, the happy-hearted lad who spread smiles where scowls lurked, was victimized by fate in the far Pacific and again betrayed by the same fickle force in Honolulu. Trained as a cook in the army air force, Bob landed with his company on Okinawa during the bloodiest days of fighting. So high were the casualties and so desperate was the need for front-line troops, that cooks were drafted as litter-bearers. For days Bob dragged the wounded to safety, but there came a time when a Buddy dragged him out of the hellish fire —with four bullet wounds criss-crossing his back. Evacuated from the island, Bob headed for Honolulu—the first big jump on the hop home. His wife eagerly traveled to San Diego to meet him. And that's when fate fickled. En route, his eyes began to pain. Diagnosis showed tropical poisoning. He's now in a hospital at Honolulu while his wife waits in San Diego.

Here's a gasper for Ripley: During the days of our most acute cigarette shortage, Earl Heroux sold one-half million dollars worth of puff-puffs in eleven months! Block-long lines for two, five or ten packs were every-day events at his White Center candy and cigar store. Where this scarce stock item was procured is a closed trade secret, but Earl didn't operate arcades for fifteen years without making a few jack-potty connections. With the cigarette crisis nothing but a sour memory, Earl is spending ten thousand dollars rebuilding his establishment into a sporting goods center. Arcade pieces are in evidence and will continue to be because there is no love like first love.

If Bert Beutler receives an offer to appear on "Information Please" or any other question-and-answer program, he will probably figure it's all in a day's work because Bert is receiving Quiz Kid training each and every day. "I've been kept busy answering two questions," he says, "when will new games arrive and what new games will arrive."

When Joe Besk, the former Heberling phono man, walked into the separation center, he wanted two things more than any other: a job and reunion with his wife and son. The first half was happily consummated when Clark Distributing payrolled him; reassemblage of the family takes place the first of the year when the steamer from Australia casts anchor and the seed planted Down Under takes root Up Yonder.

A dark shroud of mystery encompassed Fred Fields' trip to Kansas City. Upon reaching his destination, the former Wurlitzer representative rush-phone-called Johnny Michael in Seattle. And just as mysteriously, Johnny left for Kansas City. The enigma deepened when Fields returned and decided to buy phono routes.

The bowling alley owner first thought a miniature earthquake had struck, but on clear inspection discovered it was just Strong Man Rudy Peterson rolling a game. Reinforced floors, strengthened pins and shock-proof balls should be on the order list unless the owners don't care about having their place debrised.

More for Moore: Two new employees swelled the post-war fold last month—Secretary Esther Erickson and Mechanic Loren Kirkland. "This is my first job in the coin machine business," said the new sec. "One of the nice things about it is that I get to hear music while I work. The other day a woman vocalist was singing, "Let Me Call You Sweetheart," when the needle caught on "Sweetheart" and kept repeating. If it had been a male singer I would have almost swooned." Kirkland returns to the Northwest after a sojourn in Santa Monica, where he worked in an Arcade.

The war's over and the boys are coming home, but if you value retaining your skin close to your bones, don't whisper a word of it to Low-pointer Bob Bard. Owner of a music company in Los Angeles by the same name, he's now on furlough from Fort Lewis preparatory to taking the long ride across.

"It was wonderful educational training." So enthused ex-Heberling operator Stafford Lewis after navying it 39 months as second-class radio technician. Back in pin stripes and gabardine, Staff is close-eyeing the field for an opportunity to make his training unload a litter of green lettuce.

Re-coin-versions—There must be gold in these here hills; last month featured a one-firm invasion by the Coin Machine Acceptance Corp. Robert M. Waggoner, president, G. L. Grady, traveling auditor, and Howard W. Pretzel, sales representative, blew in on the wings of a storm. . . . Back from Chicago after a two-week-long-lookie, Joe Hart says: "No new phonographs till spring" . . . Everett-born Ed Harrison made the hop from Sunny Cal to Unsunny Wash and is on the make for a service connection.

After an absence of several years, Yakima's top ops finally coaxed their war-worn tires and panting motors into Elliott Avennue for a long-delayed visit: Mike Kukay and associate Fred Noel, B. T. Beason, John Schuler, and Charley Eccleston . . . Crisp, immaculate white service men's coats are mushrooming out all over the row. . . . Kenny Kemp is back at his work bench after a month's hospitalization.

Nick Foisy of Prosser and about a hundred other optimists have been on the prowl for new games. . . . George Heberling's brother-in-law, Othmer Towe, unkhakied just in time to open the new Heberling paint shop. . . . Puget Sound Novelty will soon stretch the welcome mat for Lyle Tenney, returning from a Minneapolis personal-affairs visit. . . . Owner of two music routes, Tacoma's Dick Frayne will sell one to the guy inking the most digits on a check.

It's a hit! Off to a fast sales start goes Chicago Coin's "Goalee". . . . Ex-Coast Guardsman Walter Solomon, a pretty fair carbon copy of Pop Solly, teamed up with Curly Gohr in the Western Distributor's shop about the same time Solly was Chicago-and-new-game-bound. . . . Sum-up on shortages: Difficulty in procuring cabinets is kayoing the production of Consoles, while the printing strike in Chicago is delaying descriptive literature on new equipment.

Representatives for Capitol Records, contemplating opening a local branch, have been scouting likely sites for a distributing warehouse. . . . It must be wonderful being a civilian again—but not all the boys want out. Chet Heberling's son, Ensign Don, with the Navy Supply Corps in the Pacific, is seriously considering re-enlisting. . . . Sybil Stark, who made the merchandising grade with punch boards and novelties, now specializes in toys for the retail trade in her uptown emporium.

Puget Sound Novelty reached down a thumb and pulled out the "Pre-Flight Trainers" plum. The firm exclusively distributes the game in Montana, Idaho, Brit-

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LOTS OF ACTION—LIGHTS
It's Red Hot
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ish Columbia, and Alaska. . . . Slot shot: the apple of the Mills' eye, Black Cherry Bell, is finished in Hammerloid silver decorated with cherries instead of jewels, and the old malleable iron construction has given way to aluminum. . . . Like a cat close-watching a mouse, Sailor Jesse Bickford eagle-eye's last-minute developments in the navy's discharge system from Virginia. Today Jesse is closer to being a civilian than at any time during the past three years.

Enterprising phono ops with a zest for fresh horizons would do well to slant their aims Alaskaward, according to Bert Proctor of the local Victor office. Having just returned from a five-week voyage that carried him as far north as Nome, Bert reports: "Before the war, there were quite a few operators. Due to lack of personnel and inadequate service facilities, more and more locations began buying their own machines, until now about 70% of them are in that category.

"Fair-sized operations are carried on in Juneau, Ketchikan and Anchorage. Other than these three towns, the largest phono ops manage about a half-dozen games—and then only as a sideline. Most machines are old models and have been badly neglected. Games needing repairs are shipped by plane to the states and returned the same way. The bills would knock your eyes out.

"The big problem from an operational standpoint, is transportation—trying to cover a vast area whose locations are thinly strung out."

Sgt. Louis Karnofsky

Russians Eye Vendor

KANSAS CITY—The new coffee vending machine to be manufactured by Benson Manufacturing Co. has attracted the interest of the first Russian purchasing commission to visit Kansas City since the end of the war.

Ernest Benson, vice-president of the company, said that while the commission had not placed any orders, it displayed great curiosity regarding every detail of the new apparatus, which was explained by Joseph Knapp. Knapp is the inventor of the new coffee vending machine, having designed all of its mechanism. The cabinet, however, was designed by Alphonso Bach of New York. Benson Manufacturing will manufacture the coffee dispenser under a Knapway patent.

Knapp showed the Russian commission how the machine dropped pellets of dehydrated cream, sugar and coffee in a paper cup, and then poured hot water into the cup. While the Russians admitted that coffee is not too popular in Russia, they thought the machine would be useful in doling other beverages. It was not explained whether they were thinking of blending a Vodka sidecar, or simply replacing the samovar or brewing tea.

Gottlieb Appoints Men

CHICAGO—Appointment of Sol and Maury Gottlieb as national Field Representatives has been announced by D. Gottlieb & Co.

Both men are pioneers in the trade and are well known to coin men throughout the country. Selection of these men to serve as direct links between manufacturer and distributors was made on the basis of their broad experience in all fields of operating and distribution, company officials declared.

"Frequent contact with sales outlets will enable us to serve our distributors better, and at the same time, improve distribution of equipment to operators," asserted Nate Gottlieb.

NOW READY:

Gottlieb's New 5-Ball Game

STAGE DOOR CANTEEN

LOTS OF FLASH — ACTION — APPEAL

COLOR — AND REPEAT

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NOT A REVAMP!

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OVER 50 YEARS OF EXPERIENCE -:- ESTABLISHED 1895

Bally Appoints

LOS ANGELES—Paul A. Laymon has been appointed factory distributor for the Bally Mfg. Co., and presently is delivering Undersea Raider, an upright game with loads of player appeal. In addition Laymon is booking orders for future delivery on Victory Derby and Victory Special, the first pin games to come from the Bally plant.

Al Slight, factory representative, was on the Coast to make the Laymon appointment and at the same time arrangements were made for sub-distributing the line by Minthorne Music Co. and California Music Co.

While here Mr. and Mrs. Slight were week-end guests of the Laymons at their home at Pacific Palisades and an evening in the Cocoanut Grove of the Ambassador Hotel.

Buy K. C. Vending

CHICAGO—Frank LaMaskin and Al Tigerman, two well known coin men have announced their purchase of K. C. Vending, located at 2252 West Chicago Ave.

Plans are being inaugurated for an expansion of their service to the coin machine trade and as soon as everything is in readiness an announcement will be made.

Both men have been in the coin machine business many years and have contributed much to the business from its very inception.

* * *

She (on the phone): "I'm afraid your dinner will be burned a little tonight, darling."

He: "What's the matter? Did they have a fire at the delicatessen?"

LETTER ✦ ✦ FROM ✦ ✦ LONDON

LONDON—Talk of staging a trade exhibition for next year was the most important subject, next to the Purchase Tax, at the meeting of the British Automatic Machine Operators Society the middle of October. One argument for an early revival of the trade exhibition is that it will show authorities the industry is ready to get cracking provided that obstacles are not placed in the way.

Scott Supply Co. Ltd., re-equipped the Pennimatic Arcade which recently burnt-out on the London Strand. Those who saw the place right after the fire said it was a sorry mess and Scott did a good job of re-fitting.

Scott's are developing their trade in floor-type machines and doing a good job on repairing and refinishing the machines.

Harry Hooper reports for Hoopers' Automatics: "We have lately received letters from India, Denmark and a buyer was in from Brussels but we were unable to help them owing to the restrictions on manufacture, but still it shows that things are moving and it looks like there will be a big demand for the future."

An amazing assortment of automatic equipment is still being offered here, although it is, for the most part, of ancient vintage. Prices are high; Wurlitzer 24 record machines are considered a bargain at £350. Spares for most all types of machines are on hand in fair quantities.

* * *

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We Are Pleased to Announce Our Appointment

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in This Territory

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Rounding out our program of providing operators with every type of worthwhile equipment, we are happy to announce that we have been appointed authorized Bally Distributors.

WE ARE NOW DELIVERING

UNDERSEA RAIDER

Sensational New One-Piece Upright Gun. Torpedo Submarines through a Periscope. Novel, flashy, attractive, vivid and right up front in earning ability. See it today!

NOW BOOKING DELIVERIES ON:

VICTORY DERBY

AND

VICTORY SPECIAL

A pair of machines that will establish new earnings for operators. "Derby" is a One-Ball Multiple Pay Table and "Special" a One-Ball Multiple Free Play. Both incorporate the Bally "know how" in constructing games that will stand up on location, hold player preference and make money for operators. Get your orders in on these new ones at once!

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Red Hot NEWS

LAST MINUTE REPORTS—PREDICTIONS—FORECASTS and GOOD OLD FASHIONED RUMORS COMPRISE THIS NEW REPORTING SERVICE OF "THE REVIEW." THIS PAGE IS WRITTEN AS THE FINAL FORMS GO TO PRESS ON THE 20th.

NEW EQUIPMENT DELIVERIES: The picture changes rapidly. New strikes and help shortages aren't conducive to early deliveries and manufacturers are revamping schedules and early delivery promises. Cabinets provide a terrific bottleneck. Wood of fair quality is very scarce and cabinet firms are hanging their excuses for delayed delivery on this fact, plus strikes and labor problems. A few games and vendors will continue to be delivered between now and January 1st but don't look for any large scale shipments until February or March.....and that's being optimistic.

PHONOGRAPHS: Picture is about the same here. One old line manufacturer expects to have samples out during December and start quantity delivery in January. Others are talking of samples for display in January and deliveries as conditions permit in the months following. Quick check of production figures reveals that about 130,000 phonographs will roll off production lines in 1946 - - - which would permit a replacement for every third phono now on location. Trends: Despite conditions, price will play a big part in the competitive sales picture. One mfr. will knock the props out of the price structure with a phono around $500. Average will be around $650-$750. Look for smaller phonos, too. Big phonos are out. New models will be smaller, compact, easier to handle, light and more practical. Suppliers: Nine Starters are in the 1946 Phono Derby: Aireon, A. M. I., Bally, Gabel, Mills, Packard, Rock-Ola, Seeburg and Wurlitzer. Capehart will divide his time between Washington and Indianapolis and enter the field with his own machine. Add: 3 new Dark Horses. Roberts has left Mills and is reported to be linking up with Kressburg, formerly of Seeburg, on a deal with Philben to manufacture a phonograph. Majestic is rumored to still be on the prowl and interested in this field, and Zenith is considering a coin-operated mechanism and surveying the field. This would make an even dozen contenders for operator-business in '46. Hold on to your hats, boys!

VENDING. Picture is about steady. Manufacturers of machines, other than cigarette vendors, feel no reason for hurry for the merchandise isn't available. No candy. Soft drinks short on account of sugar. Vendors in both fields will go into the moth balls temporarily, although orders will likely be booked from samples the first quarter of 1946. In the Cigarette field, Rowe is out ahead on deliveries with new machines on top for delivery starting January 1st.

COIN MOVIES: Look for a big revival in this field during the first half of next year. Several new manufacturers will enter the business and the old standbys will be back with new and improved devices. And with the resumption of manufacturing, an embryo crop of picture producers will be in evidence. Some startling improvements have been made in coin-operated movie machines.

USED EQUIPMENT: Although prices are slowly declining the trade-ins on new equipment will be more than most operators expect. Far-sighted mfrs. have made export arrangements that will result in holding up a fair price schedule on trade-in machines. Used prices will hold firm during the first half of 1946, despite new machine deliveries. This info comes from an intelligent check made on 28 key men in the field. Fact is, there just won't be enough new equipment to supply the demand.

Aireon Men Honored

KANSAS CITY—Jack Kaufman, vice president of the Aireon Mfg. Corp. and in charge of the San Francisco division, has been appointed to the important Transmitter Tube Committee of the Radio Manufacturers Association. Kaufman is also a member of the Association's Export Committee.

The RMA announcement also included the appointment of Dr. C. N. Kimball, vice president of sales engineering at Aireon, to the Emergency Services Committee and of W. T. Bishop, engineer in Aireon's railroad radio division, to the Radio Communication and Marine Aids, and Aeronautical Radio Committees of RMA.

At the same time, the Board of Directors of the Institute of Radio Engineers has announced the appointment of Dr. Kimball to the Technical Committee on Railroad and Vehicular Communications.

New Twist On Discs

DETROIT—Don't let the caption fool you! This is not a new story about a frail but an up-to-the-minute story about the young inventive genius Tom Saffady, 27 years old, and his "music in color."

After producing nearly 75 inventions which ranged from a plastic beer bottle cap, to fine precision instruments and machinery important in the war effort, Saffady has evolved what he terms "plastic records in color."

For the past two years Saffady and his associates, have been testing dyes to be used in connection with Vinylite in the pressing of a new type record, which the outfit is now ready to market under a "Vogue" label. The idea will be to use different colors for different types of recordings. Records will be pressed on an aluminum base and will be practically indestructible.

Ten major artists have already been signed up and when Saffady gets underway he intends to produce discs at the rate of 3,000,000 a month.

Seeco Appoints Fox

LOS ANGELES—Seeco Records, New York, have contracted for pressings of their Latin-American records on the West Coast. Harry Fox, veteran record distributor and factory representative, has been appointed to head Seeco's Los Angeles office which will handle the distribution of the records in the West Coast area.

Signey Siegel, head of Seeco, made the arrangements on a short trip to the Coast.

Sisson Moves Offices

ST. JOSEPH, Mich.—Fruit Belt Music Co. has transferred its offices to larger and more commodious quarters on Whittlesy Avenue. Darford Sisson announced the move as the first step in a planned expansion.

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#1489
GUN LAMPS
80¢
— SEE —
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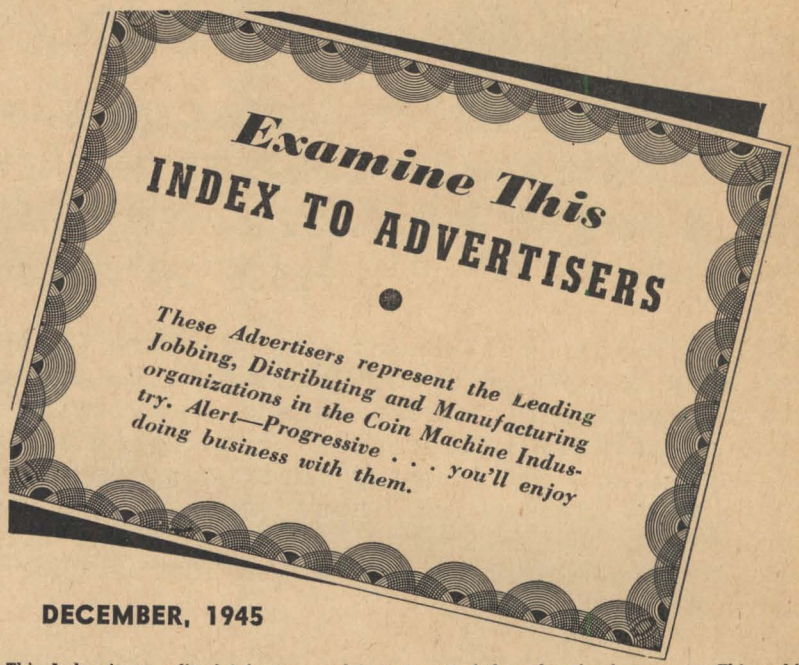
Examine This
INDEX TO ADVERTISERS
These Advertisers represent the Leading Jobbing, Distributing and Manufacturing organizations in the Coin Machine Industry. Alert—Progressive . . . you'll enjoy doing business with them.

DECEMBER, 1945

This Index is an editorial feature and is not part of the advertiser's contract. This publication assumes no responsibility for errors or omissions.

Aireon Manufacturing Corp. 56
Albena Sales Co. 58
Allied Electronics Co. 69
American Amusement Co. 19, 20
Associates, Geo. Murdock &. 44, 45
Automatic Coin Mchs. & Supply Co. 70

Badger Sales Co. 9, 10
Baker Novelty Co., Inc. 21
Bally Manufacturing Co. 41
Block Marble Co. 68
Buckley Music System, Inc. Cover IV
Buckley Trading Post 4
Burtt, W. R. 15

California Amusement Co. 48, 49
California Music Operators' Ass'n 33
Capitol Transfer Co. 40
Chicago Lock Co. 14
Clark Distributing Co. Cover III
Coast Records 47
Coin Machine Acceptance Corp. 36
Coin Machine Service 83

Dee's Service Shop 34
De Luxe Sales Co. 22
DuGrenier, Arthur H., Inc. 59

Evans, H. C., & Co. 18
Excelsior Record Co. 52

General Music Co. Cover IV
Globe Distributing Co. 17
Gottlieb, D., & Co. 8
Groetchen Tool Co. 5
Gutshall, Jack, Distributing Co. 53

Heath Distributing Co. 15
Hermitage Music Co. 42

Illinois Lock Co. 12
Independent Lock Co. 23
International Mutoscope Corp. 3

Jennings, O. D., & Co. 71

K & M Service 54

Laymon, Paul A. 11, 13, 14, 42, 55, 57, 69, 72, 74, 76, 77, 78, 82, 83
Leuenhagen, W. H., & Co. 42

Mape, E. T., Music Co. 34
Melodisc Recording Co. 51
Mills Novelty Co. 38
Mills Sales Co., Ltd. 18
Minthorne Music Co. 80, 84
Monarch Coin Machine Co. 72

Nelson, Nels 40
Nickabob Sales Co. 75
Northern Distributing Co. 44, 45
Northwestern Corp. 66

Operators' Service 55

Pacific Coast Distributors 73
Packard Manufacturing Corp. 35
Pan Confections 65
Peerless Discos 47
Permo, Inc. 50
Puget Sound Novelty Co. 44, 45

Quality Pictures Co. 16

Ra-Mal Machine Shop 78
Robinson, C. A., & Co. 7
Rock-Ola Manufacturing Corp. 43
Rock-Ola Distributors 44, 45
Roto-Vender Co. 18
Rowe Manufacturing Co., Inc. 61
Rude, Art 44, 45
Runzel Cord & Wire Co. 6

Sam, G. B. 11
Schoen Enterprises 44, 45
Schutter Candy Co. 65
Seeburg, J. P., Corp. Cover II
Sicking Distributing Co. 74, 79
Soundies Dist. Corp. of America 38
Star Title Strip Co. 37
Statler Distributors 64
Stoner Corp. 67

Transwestern Co. 21

U-Need-A Vendors, Inc. 63
United Manufacturing Co. 24

Victor Vending Corp. 66
Viking Specialty Co., Inc. 66

Washburn, C. E., Co. 46, 47
W. B. Novelty Co., Inc. 70
Whipple Novelty Co. 72
Williams Manufacturing Co. 22
Wolf Sales Co., Inc. 39
Wurlitzer, Rudolph, Co. 25, 26, 27, 28, 29, 30, 31, 32

Young, Bob, Service 77

Zeigler Insurance Agency, Inc. 24

115 ADVERTISERS ARE REPRESENTED IN THIS ISSUE OF THE REVIEW . . . MORE THAN IN ALL THE OTHER MONTHLIES COMBINED. WHY? RESULTS COUNT! THAT'S THE ANSWER

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Vending Machines — All makes and models, lowest prices, from operators being drafted. Uneedapak Parts in stock. What have you to sell? MACK POSTEL, 6750 North Ashland, Chicago. (TF-C)

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Used Penny Scales—Mills, Watling, Pioneer, Kirk. No big dials. NICKABOB CO., 2525 West Pico Blvd., Los Angeles 6, Calif. (TF)

WANTED AT ONCE——

I will pay cash for small route, any type equipment, located within 100 mile radius of Los Angeles. H. H. JOHNSON, 1614 W. Florence Ave., Los Angeles 44, Calif. (OND-P)

DEVIE DEVLET——

is paying 14c each for used records of the fourth grade up. On this Sixth Business Anniversary Devie expresses his thanks to distributors on Pico and Washington Boulevards and to operators throughout the State. DEVIE DEVLET, 1624 East Huntington Drive, Monrovia, Cal. Telephone: Monrovia 3241. (NDJ-C)

FOR SALE——

1 Gottlieb Skeeballette, in perfect condition, $75.00; crated, F.O.B., or trade for Skeeball, any make. DECATUR SKEE-BALL CO., 511 Central, Decatur, Illinois. (DJF-P)

FOR SALE——

1 Abbott 1c Coin Counting Machine, $65.00; 1 Hawkeye Peanut Machine, brand new, red porcelain, $8.00; 9 Walzer 1c Hershey Machines, can be converted to Stamp Machines, $4.00 each; 2 Shipman 1c Hershey Machines, $5.00 each. ½ deposit. STEPHENS, 108 Cox Ave., San Antonio 4, Texas. (D-P)

SPECIAL—MILLS CLUB BELLS——

Nickel, dime, quarter, new cabinets, knee action, 2-5 pay, lot three, $945.00; three Gold Chromes, nickel, dime, quarter, $895.00; three Silver Chromes, $775.00; Bally Roll 'Em, excellent, $119.50; original nickel G-Gold Q. T., like new, $114.50. Want Milco checks. COLEMAN NOVELTY, Rockford, Illinois. (D-P)

WANTED AT ONCE

I will pay top cash prices for Phonographs (all makes); Wall Boxes; Consoles; Slots; One Balls; 5 Balls and Music Units. Send your list. I will buy any quantity, on or off location. BOX 680, Coin Machine Review, 1115 Venice Blvd., Los Angeles 15, Calif. (TF-C)

FOR SALE——

2 Gottlieb 3-Way Grippers, $15.00 each; 1 Gottlieb Single Gripper, $10.00; 1 G. G. Single Gripper, used 30 days, $12.00; 10 Northwestern 33 Peanut Vendors, $6.00 each; 2 Stop and Shop 3-compartment vendors, $5.00 each; 10 Little Chiefs vendors, $2.50 each; 3 Northwestern 39, $7.50 each; 1 Stoner 2-column, brand new, $10.00; 1 Columbus 2-column, with stand, $10.00; 5 Silver Kings, $5.00 each. ½ deposit, balance c.o.d. STEPHENS, 108 Cox Ave., San Antonio 4, Texas. (D-P)

BALL GUM SUBSTITUTE——

Many operators are now using Glass Marbles; can still supply, Barrel 50,000, $54.50; keg 21,000, $23.80; full cash with order, f. o. b. factory. Folders for Stamp Machines, 12,000, $9.00. Better Grade. ROY TORR, Lansdowne, Pennsylvania. (TF-C)

CORRESPONDENTS WANTED——

We are seeking news representatives in various cities able to send us a monthly news letter. If you can write a bright, newsy letter and are located in a Coin Machine Trading Center, please communicate with the Editor. Satisfactory remuneration for your efforts. COIN MACHINE REVIEW, 1115 Venice Blvd., Los Angeles 15, Calif. (TF-P)

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5c Selective Candy Bar Vending Machines, LoBoy 1c weighing scales, 5c Coca-Cola Drink Vendors, Ticket Scales, 1c nut, and postage stamp machines. Write for latest price list. ADAAR COMPANY, 6926 W. Roosevelt Road, Oak Park, Ill. (DJF-P)

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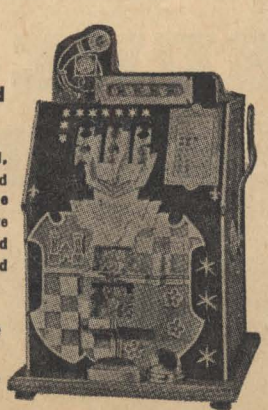

FOR SALE——

Batter-Up Baseball, $1750.00; 2 Pre-Flight Trainers, slightly used, $600.00 each; 1 Frigidaire Deep Freezer, just reconditioned, $275.00; Mills 2½ gal. Freezer with 40 gal. Storage Capacity, like new, $975.00. WALBOX SALES CO., 1503 Young Street, Dallas 1, Texas. Phone R-8481. (D-C)

WANTED: GOOD MAN——

Coin machine route man or general repair man for locks, bicycles, etc., or combination of both. Healthy country, reasonable and good living conditions. Give full particulars and references, state wages expected. RIDLEY'S REPAIR SHOP, Sheridan, Wyo. (D-P)

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Fruit Cake, Gift Chests, Cigarette Lighters, Billfolds, Razors, Dolls, Bears, Scotties, Vanities, Cedar Chests, Portable Bars. Immediate deliveries. DELUXE SALES CO., Blue Earth, Minn. (D-C)

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Reconditioned Consoles, in storage two years: Paces Reels, Sr., with rails, 5c P. O., $100.00; Paces Saratoga, without rails, 5c P. O., $75.00; Paces Reels, Jr., 5c P. O., $75.00; Mills Jumbo Parade, late head, 5c P. O., $100.00; Mills Jumbo Parade, early head, 5c P. O., $90.00; Keeney's Track Time, 7-coin head, $20.00; Mills 5c Q. T., perfect, $62.50. A. E. CONDON SALES CO., 1224 Main St., Lewiston, Idaho. (D-P)

INDEX TO ADVERTISERS ON PAGE 82

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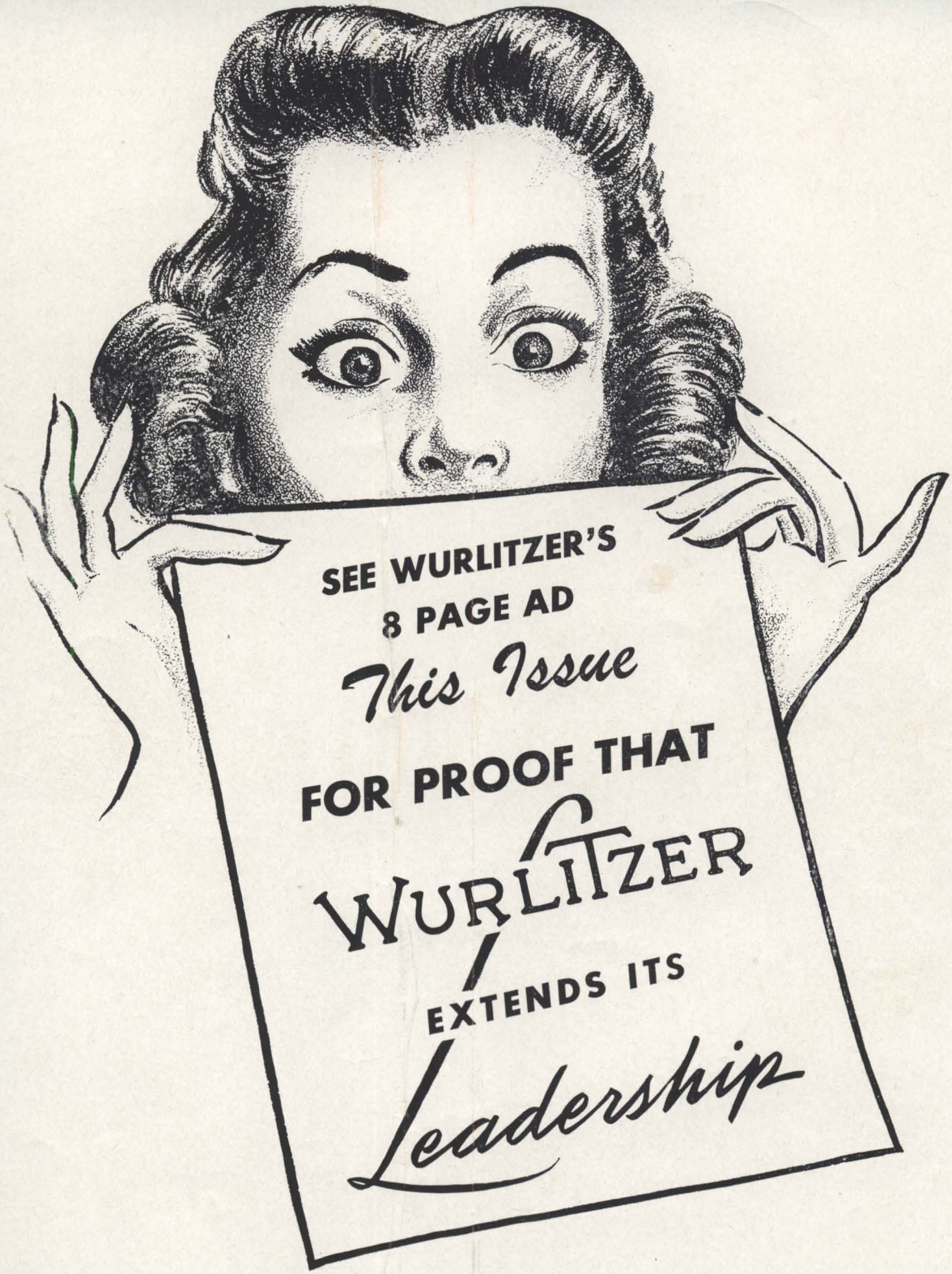

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